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THE MARKET FOR ETHNIC FOODS:

A CONSUMER ATTITUDE AND BEHAVIOR STUDY

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INTRODUCTION

Consumer interest in and acceptance of ethnic foods continues to expand and reflect the increasingly pluralistic composition of contemporary American society. In response to this trend, the foodservice industry offers the public a wide variety of ethnic food establishments offering innovative choices for on- and off-premise consumption of ethnic foods. In an initial attempt to describe consumer behavior and attitudes related to ethnic foods, the National Restaurant Association published a 1984 report on "Consumer Preferences for Ethnic Foods in Restaurants." This new study builds upon the previous work by expanding the industry's knowledge base about consumer responses to ethnic foods.

The overall objective of this survey is to provide the restaurant industry with a timely and comprehensive description of ethnic food consumption and related attitudinal patterns. The specific objectives of this study are to define:

- The likelihood and frequency of ethnic food consumption in overall terms;
- Attitude patterns associated with ethnic food consumption; and
- Perceptions of the characteristics of ethnic food restaurants.

A total of 19 foods were examined in the survey. These foods include:

1. Italian (other than pizza)
2. Chinese
3. Japanese
4. Korean
5. Thai
6. Vietnamese
7. Mexican
8. German
9. Greek
10. Spanish
11. Eastern European
12. Scandinavian
13. Indian
14. Latin American
15. Middle Eastern
16. African
17. Caribbean
18. Russian
19. French

In examining the findings presented in Sections 2, 3, and 4, the reader should carefully examine the "Notes" provided for each table. These "Notes" provide information which fully describes all data in each table. The reader should note also that while the discussion in each Section highlights the major thrust of the findings, comments are given to guide the reader's own further use of the data. Finally, as shown above, the Italian food category does not include "pizza." "Pizza" was included in the "Italian" food category in the 1984 Association report on ethnic foods.

Section 2 presents a series of tables which define Ethnic Food Consumption. Ethnic Food Attitudes are given in Section 3 while Ethnic Restaurant Characteristics are given in Section 4. Appendix A contains the survey questionnaire, respondent demographics appear in Appendix B and detailed tables in Appendix C.

Questions regarding survey findings and the availability of additional data should be addressed to Hudson Riehle, Research Manager, National Restaurant Association, (202) 331-5900.

Highlights

- Chinese, Italian, and Mexican foods are the three most popular ethnic foods at restaurants. Approximately three quarters of all adults have tried these foods at a restaurant.

- Foods in a second tier category tried by 25 to 50 percent of adults include: French, Spanish, German, Japanese, Greek, Latin American, and Caribbean.

- Based on their patronage in the past month over 40 percent of adults are regular customers for Chinese, Italian and Mexican foods.

- Five to 10 percent of adults are regular customers for Greek, French, Spanish, Japanese, German and Latin American menu items.

- Over half of those who have ever eaten the three most tried ethnic foods have done so in the past month whereas 20 to 30 percent of those who have ever tried Greek, Latin American, Spanish and French foods are regular customers, having eaten these foods at a restaurant in the past month.

- Ethnic foods are eaten much more frequently on premise than off premise. Chinese is the only ethnic food which more than 25 percent of the adult population ordered for take out in the past month.

- Demographic data indicates that males rather than females are more likely to be customers for Mexican food. In contrast females are more likely customers for Italian and Chinese foods.

- For the three most popular ethnic foods, Italian, Chinese and Mexican, over two-thirds of regular patrons purchase these foods from restaurants more than once during the month.

- Among those who have never eaten these ethnic foods at a restaurant there is a relatively large proportion interested in trying Italian, Mexican, French and German food.

- Significant proportions of the adult population who aren't regular customers are interested in trying a number of ethnic cuisines if they were conveniently available at restaurants.

- Consumers who have tried an ethnic food at least once are much more likely than those who have never tried it to order it in the future.

- Both French and Italian cuisines have relatively large markets for adults who are not regular customers but express an interest in trying these foods if they were conveniently available at restaurants. German and Spanish foods rank relatively high in this category as well.

- Ethnic food consumption is likely to increase if dishes are described better and more accurately on menus.

- The unique needs of children should be recognized and addressed by ethnic food entrepreneurs.

- A continuing positive market environment for ethnic foods is evidenced by the fact that about half of all adults say they wish more ethnic foods were available at restaurants.

- Fifty percent of adults wish more ethnic dishes were available at moderately priced restaurants and 40 percent wish they were available at fast food places, a less traditional setting for ethnic items.

- Many adults profess to be interested in experimenting with ethnic foods with 45 percent agreeing that they like to try items they have never eaten before when they go out to eat and a similar proportion saying they like hot and spicy foods.

- Most consumers do not believe ethnic restaurants have an advantage over those serving other types of food when it comes to menu prices and value for the dollar.

- Consumers rate highly the overall characteristics of most ethnic food restaurants: service, portion size, quality food, cleanliness, atmosphere, value, menu variety, fresh ingredients, and speed of service.

Methodology

A random digit dialing telephone survey methodology was used by Westat to complete this study of ethnic foods for the National Restaurant Association. The following items highlight this methodology.

- The survey questionnaire was developed by Westat working with the National Restaurant Association staff.

- The three components of the random digit dialing methodology used in this survey include: (a) random selection of households; (b) random selection of respondents within a household; and (c) development of base and post stratification weights to provide data which are statistically projectable to all households in the U.S.

- Results in this report provide "weighted" survey data. The weighting methodology employed in this study produces data which are projectable to all households in the United States.

- The calculation of the weighted data was done on a sequential basis. The base weights were calculated first. Such base weights are the reciprocals of the probabilities of selection. These reciprocals include a non-response adjustment since the denominator of any cluster sample weight reflects the number of households in the cluster rather than the number in the sample. Poststratification weights were calculated second. Such poststratification weights are adjusted for any nonresponse not previously recognized and for the fact that telephone surveys exclude nontelephone households. Weight adjustments cannot

completely eliminate the bias arising from the fact that all households are not included in the sampling frame, but the poststratification by race-sex-age-educational level, and region, should reduce it considerably.

- The data were collected by professional interviewers in Westat's Telephone Research Center. National Restaurant Association staff participated in the interviewer training session and in the subsequent monitoring of actual interviews. The data were collected from March 13-24, 1989. A total of 635 respondents participated in the study. All respondents were at least 18 years of age.

- The overall sampling error in this study does not exceed $\pm$3.8% at the 95% level of confidence. This standard error includes provision for all design effects associated with any telephone survey.

Although the present study is related to the Association's previous research examining ethnic food consumption and attitudes ("Consumer Preferences for Ethnic Foods in Restaurants" published in March, 1984), differences in the methodology used in the two studies do not provide a suitable basis for a direct comparison of the two sets of findings. Hence, the reader is cautioned against defining trends in ethnic food consumption and attitudes across the 1984 and 1989 results. Methodological differences in the two studies include: (a) sampling and weighting procedures, (b) respondent screening techniques and qualification criteria, and (c) modifications in questionnaire wording. In all cases, attempts were made to improve the methodology used in the present study by applying what had been learned in the 1984 effort.

Section 2

ETHNIC FOOD CONSUMPTION

Data in Tables 1 - 10 reflect basic consumer behavior patterns related to ethnic food consumption in the United States. These data highlight the American public's overall acceptance of a wide variety of ethnic foods from a direct behavioral perspective.

Table 1, on the following page, shows the percent of consumers who have tried each ethnic food on- or off-premise sometime in the past. The "Ethnic Foods" column in Table 1 lists all surveyed ethnic foods in rank order by the likelihood of on- or off-premise consumption sometime in the past. The "Have Eaten" column shows the percentage of adults who have eaten a given ethnic food either at a restaurant or have purchased the ethnic food for take-out. The "Have Never Eaten" column shows the proportion of respondents who have never eaten each ethnic food either in a restaurant or for take-out.

This table indicates trial of ethnic foods can be split into three segments or tiers. Clearly, Chinese, Italian, and Mexican foods dominate having been tried by more than 70 percent of adults. Their broad appeal to American consumers suggests that these ethnic foods have been fully assimilated into American culture and might be identified as "traditional" ethnic foods by many Americans. Those in the second group have been tried by more than 25 percent of adults and those in the third group by fewer than 20 percent.

Frequency of Past Consumption

75% of Adults	25-50% of Adults	Less than 20% of Adults
Chinese	French	Indian
Italian (other than pizza)	Spanish	Caribbean
Mexican	German	Eastern European
	Japanese	Middle Eastern
	Greek	Korean
	Latin American	Thai
		Vietnamese
		Scandinavian
		Russian
		African

Table 1. **Ethnic Food Consumption On- or Off-Premise in the Past**

Ethnic Foods	Eaten an Ethnic Food On- or off-Premise in the Past: Have Eaten	Have Never Eaten	Not Stated
Chinese	78.1%	21.9%	--
Italian (other than pizza)	76.3	23.5	0.2
Mexican	74.0	26.0	--
French	45.1	54.4	0.5
Spanish	38.7	60.8	0.5
German	37.9	61.6	0.4
Japanese	35.5	63.9	0.6
Greek	35.2	64.8	--
Latin American	25.5	73.3	1.2
Indian	17.6	82.1	0.3
Caribbean	17.4	81.6	1.0
Eastern European	14.7	82.3	2.9
Middle Eastern	14.5	83.5	1.9
Korean	12.7	86.9	0.3
Thai	12.3	86.6	1.0
Vietnamese	11.7	87.9	0.5
Scandinavian	11.6	87.7	0.8
Russian	11.0	88.6	0.3
African	5.2	93.3	1.5

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order of on- or off-premise consumption in the past.

2. The "Have Eaten" column shows the proportion of respondents who have ever eaten a given ethnic food either in restaurants or fast food places or for take-out.

3. The "Have Never Eaten" column shows the proportion of respondents who have never eaten a given ethnic food in restaurants or purchased it from restaurants or fast food places for take-out.

4. The "Not Stated" column shows the proportion of respondents who did not indicate whether or not they had eaten a particular ethnic food in the past.

In the second tier 45 percent of adults said that they had eaten French food sometime in the past. As such, French food is the fourth most popular ethnic food in the survey but, by comparison, Chinese, Italian, and Mexican foods have been eaten by significantly more of the U.S. population. The popularity of the ethnic foods in the second category may be explained in part by the origins of people who have migrated to the United States. French, Spanish, German, and Greek immigrants have been coming to live in the United States throughout the country's history. Moreover, the Japanese culture is probably second to Chinese as the most influential Asian culture in American society. Finally, geographic proximity and recent changes in the political climate have brought many Latin Americans to the United States in recent years. Hence, the pluralistic nature of American society is reflected by the foods in this category.

The proportions in the "Have Eaten" column for the third category of ethnic foods demonstrate plainly that relatively few consumers have tried these foods. A number of reasons for this pattern of consumption are likely but availability is certainly important. Certainly some of these foods are readily available in few areas of the country. Moreover, people who have not been exposed to these ethnic foods probably do not know very much about them and may not know what ingredients are used in them or how they are prepared.

Demographics of consumers who have tried Chinese, Italian and Mexican food at restaurants versus those who have not are shown here. Additional demographics for the second and third tier ethnic foods which are included in the appendix, show significant differences among the various ethnic types.

Table 1A. **Characteristics of Users and Non-Users**

Chinese

Likely to Have Tried	Not Likely to Have Tried
- 18-24 years old	- 65 years old and older
- 25-34 years old	- Residents of non-metropolitan areas
- 45-54 years old	
- Households with incomes $25,000+	
- Resident of metro areas with population under 250,000 and 1,000,000+	

Italian (Other than pizza)

Likely to Have Tried	Not Likely to Have Tried
- 18 to 24 years old	- 65 years old and older
- 25 to 34 years old	- Households with incomes under $15,000
- Households with incomes $35,000+	- Residents of nonmetropolitan areas
- Residents of metro areas with 1,000,000 + population	- Black consumers

Mexican

Likely to Have Tried	Not Likely to Have Tried
- 25-34 years old	- 55 years old and older
- 45-54 years old	- Households with income under $25,000
- Households with income $25,000+	
- residents of metropolitan areas with populations under $250,000	- residents of nonmetro areas

Figure 1 depicts consumption of ethnic foods at restaurants showing the proportion of total consumers who are regular users based on their patronage in the past month. For Chinese, Italian and Mexican food, at least four in ten adults are regular patrons having eaten these dishes in a restaurant in the past month. For Greek, French, Spanish, Japanese, German and Latin American foods between 5 and 10 percent of consumers are regular users based on their patronage in the past month. From one to three percent of

adults are regular restaurant consumers of the remaining ethnic foods.

Table 2 shows what proportion of those who have tried each ethnic food at a restaurant have eaten it in the past month. This indicates that for the three most tried ethnic foods over half of those who have ever eaten them have done so in the past month. In contrast from 20 to 30 percent of those who have ever tried Greek, Latin American, Spanish and French foods have eaten them t a restaurant in the past month.

Demographic information appears in the appendix. For Italian, Chinese and Mexican foods it shows that likelihood of patronage in the past month is greater in large versus small metropolitan areas which suggests that availability is an important factor.

Figure 1. Ethnic Food at Restaurants

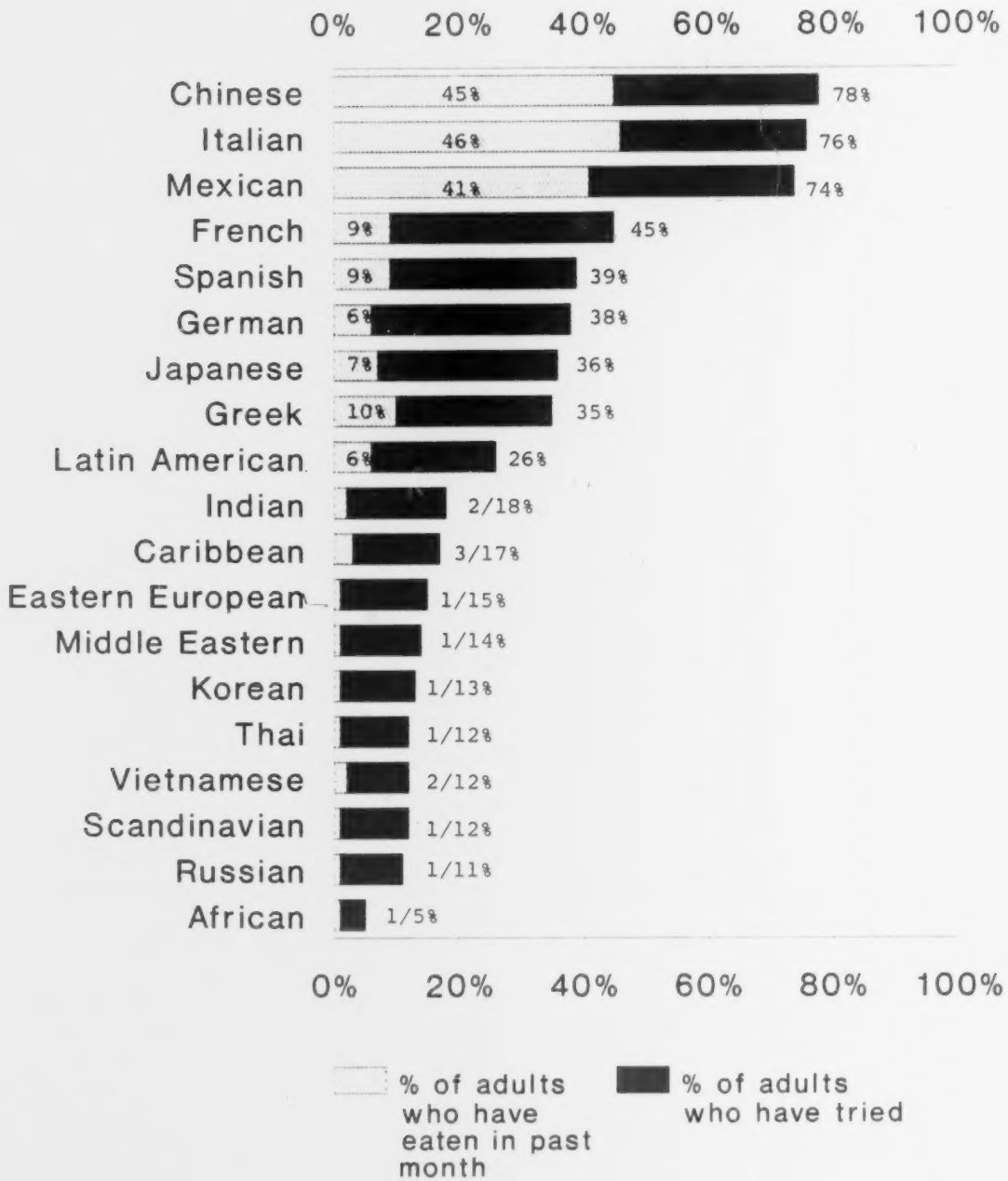

Table 2. **Ethnic Food Consumption On- or Off-Premise in the Past Month**

Ethnic Foods	Eaten an Ethnic Food On- or off Premise in the Past Month: Have Eaten In Past Month	Have Not Eaten in Past Month
Italian (Other than pizza)	60.1%	39.9%
Chinese	57.9	42.1
Mexican	55.5	44.5
Greek	29.0	71.0
Latin American	23.4	76.6
Spanish	23.0	77.0
French	20.7	79.3
Japanese	18.9	81.1
Caribbean	17.9	82.1
Vietnamese	17.9	82.1
German	16.1	83.9
African	13.3	86.7
Indian	13.3	86.7
Scandinavian	11.7	88.3
Thai	11.6	88.4
Russian	10.6	89.4
Korean	10.1	89.9
Middle Eastern	9.7	90.3
Eastern European	8.1	91.9

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order of frequency of on- or off-premise consumption in the past month.

2. The "Have Eaten in the Past Month" column shows the proportion of respondents who have eaten a given ethnic food on- or off-premise sometime in the past and have consumed it on- or off-premise in the past month as well.

3. The "Have Not Eaten in the Past Month" column shows the proportion of respondents who have eaten a given ethnic food on- or off-premise sometime in the past -- but not on- or off-premise in the past month.

Tables 3 and 3A further define ethnic food consumption by showing where respondents have eaten ethnic foods in the past month. The ethnic foods are listed in Tables 3 and 3A by rank order of frequency of consumption in the past month as shown in Table 2. The "On-Premise" and "Off-Premise" columns show whether or not respondents have eaten ethnic foods on- or off-premise in the past month. The "Average Number of Times" column represents an average number of times an ethnic food consumer consumed the food on- or off-premise. When reviewing these tables, note that respondents may have eaten more than one ethnic food both on- and off-premise in the past month.

The most popular ethnic food for off-premise consumption is Chinese and for on-premise consumption Italian tops the list. Still it is noteworthy that both Italian and Mexican foods have large off-premise markets with 16-17 percent of adults reporting they purchased these foods for off-premise consumption in the past month.

Analysis reveals that all ethnic foods are eaten much more frequently on- premise than off-premise as shown in Table 3A. Ethnic foods with relatively high off-premise consumption patterns reflect categories that can be packaged efficiently and are easy for consumers to take from the restaurant. The low frequency of off-premise consumption for most of the ethnic foods examined in this study suggests an opportunity to develop enhanced "take-out" facilities depending on how an ethnic food is prepared.

Table 3. **Percent of Adult Population Purchasing Ethnic Food from a Restaurant for On-Premise and Off-Premise Consumption in Past Month**

	On-Premise	Off-Premise
Italian (Other than pizza)	42%	17%
Chinese	37	26
Mexican	38	16
Greek	10	3
Latin American	6	3
Spanish	8	2
French	8	2
Japanese	6	2
Caribbean	2	1
Vietnamese	2	-
German	6	-
African	-	-
Indian	-	-
Scandinavian	-	-
Thai	-	-
Russian	-	-
Korean	-	-
Middle Eastern	-	-
Eastern European	-	-

- -Insufficient sample.

Table 3A. **On- or Off-Premise Consumption of Ethnic Foods in the Past Month**

Ethnic Foods	Eaten an Ethnic Food On- or Off-Premise in the Past Month			
	On-Premise	Average Number of Times	Off-Premise	Average Number of Times
Italian (Other than pizza)	92.3%	2.9	36.2%	2.9
Chinese	82.2	2.2	57.9	2.0
Mexican	92.2	2.7	38.5	2.3
Greek	95.5	1.8	31.4	1.8
Latin American	94.6	2.0	43.8	1.9
Spanish	90.4	2.5	25.9	2.2
French	87.0	1.6	27.4	2.1
Japanese	86.5	1.7	24.1	2.4
Caribbean	76.6	3.9	45.8	1.1
Vietnamese	91.6	1.2	14.4	1.2
German	93.8	2.0	6.2	1.0
African	93.2	2.3	27.1	2.9
Indian	74.9	1.7	36.7	1.5
Scandinavian	83.5	2.6	16.5	1.0
Thai	100.0	1.7	8.8	1.0
Russian	82.6	1.0	17.4	1.0
Korean	88.1	1.3	18.6	1.6
Middle Eastern	92.1	2.2	42.1	7.0
Eastern European	100.0	1.6	8.4	2.0

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order of frequency of on- or off-premise consumption in the past month (from Table 2).

2. The "On-Premise" and "Off-Premise" columns show on- or off-premise consumption patterns in the past month. Since an ethnic food consumer can eat on-premise and/or off-premise during a month time period, these percentages sum to more than 100%.

3. The "Average Number of Times" column shows respondent's average frequency of on- or off-premise consumption in the past month. These "Average Number of Times" data exclude any respondents who did not indicate the number of times they consumed a particular ethnic food on- or off-premise during the past month.

Tables 4A - 4C, on the following pages, give detailed demographic characteristics for regular consumers, irregular consumers and non-consumers of Italian, Chinese, and Mexican foods. In reviewing these results, the reader should note the following methodological comments. First, regular consumers in these tables have eaten one of these ethnic foods at least once (on- or off-premise) during the past month. Moreover data from any respondent can be found in more than one table if a respondent ate more than one ethnic food (on- or off-premise) in the past month. Second, it should be noted that these tables are structured to allow the reader to draw comparisons among regular consumers, irregular consumers and non-consumers of Italian, Chinese, and Mexican ethnic foods. These demographic profiles describe the overall characteristics of the current and potential markets for these three ethnic foods. Third, the reader can compare the demographic profiles of on- and off-premise consumers of Italian, Chinese, and Mexican food.

Table 4A. **Italian Food (Other than pizza): Demographic Characteristics of Regular Consumers, On- and off-Premise Consumers, Irregular-Consumers and Non-Consumers**

Characteristics	Regular Consumers	On-Premise	Off-Premise	Irregular Consumer	Non-Consumer
Female Head of Household Employed Outside of Home:					
Yes	52.5%	51.7%	48.7%	39.9%	42.8%
No	37.6	38.5	42.8	54.3	46.1
No Female Head of Household	9.7	9.7	8.2	5.7	-
Don't Know	0.1	0.1	0.3	0.2	-
Academic Achievement:					
High School Graduate or Less	54.5	54.4	50.7	71.5	74.6
2- or 4-Year College Degree	33.9	33.2	37.9	23.3	14.1
Post Graduate Degree	10.5	11.2	11.4	4.9	11.2
Don't Know	1.1	1.2	0.0	0.3	0.1
Income Levels:					
Under $15,000	9.0	8.3	12.0	33.3	37.6
$15,000-$24,999	19.1	18.9	20.1	22.0	16.9
$25,000-$34,999	20.6	20.8	25.2	17.2	15.6
$35,000-$49,999	20.2	21.6	12.7	12.4	9.9
$50,000 and Over	25.1	24.8	25.2	9.1	10.3
Refused	6.0	5.6	4.9	6.0	9.7
Racial Background:					
White	81.3	81.4	73.2	81.6	68.2
Black	5.6	4.8	9.3	6.7	24.6
Hispanic	5.7	6.2	9.6	10.3	5.7
Other	6.9	7.2	7.0	1.4	1.5
Refused	0.4	0.4	1.0	0.0	0.0
Metropolitan Statistical Area (Population):					
Outside MSA	19.2	19.2	19.8	28.9	39.6
Greater Than 1M	45.6	45.8	51.3	33.9	23.4
Greater Than 250K But Less Than 1M	25.3	24.9	22.7	26.4	26.2
Less Than 250K	9.9	10.1	6.2	10.7	10.8
Gender:					
Male	45.4	45.2	51.6	41.4	49.7
Female	49.1	48.9	43.9	53.7	47.3
Not Stated	5.5	6.0	4.5	4.9	3.0
Age Range:					
18 - 24 years	14.9	14.4	15.6	17.4	10.0
25 - 34 years	27.7	27.1	31.8	14.4	14.0
35 - 44 years	21.6	20.9	29.1	19.3	22.7
45 - 54 years	15.2	16.2	10.5	13.9	10.7
55 - 64 years	6.7	6.5	4.6	14.1	11.6
65 years and older	8.1	8.8	4.4	17.8	28.3
Not Stated	5.8	6.3	3.9	3.2	2.8

Notes: Data in each column sums to 100.0% within each demographic category.
Regular consumers = in past month
Irregular consumers = has tried but not in past month
Non-consumer = has never tried

Table 4B. **Chinese Food: Demographic Characteristics of Regular Consumers, On- and Off-Premise Consumers, Irregular Consumers and Non-Consumers**

Characteristics	Regular Consumers			Irregular Consumer	Non-Consumer
	Consumer	On-Premise	Off-Premise		
Female Head of Household Employed Outside of Home:					
Yes	54.1%	52.1%	58.1%	44.9%	33.2%
No	35.1	37.6	31.3	49.0	57.8
No Female Head of Household	10.6	10.0	10.4	6.1	-
Don't Know	0.2	0.3	0.2	0.0	-
Academic Achievement:					
High School Graduate or Less	52.5	53.0	50.0	68.2	83.6
2- or 4-Year College Degree	34.9	35.0	33.4	21.4	14.1
Post Graduate Degree	12.0	11.3	16.5	9.3	2.2
Don't Know	0.6	0.7	0.0	1.1	0.1
Income Levels:					
Under $15,000	16.3	15.6	14.2	22.3	38.3
$15,000-$24,999	15.4	14.1	14.7	20.8	26.5
$25,000-$34,999	19.5	19.9	19.2	22.0	10.4
$35,000-$49,999	20.0	19.6	20.4	12.9	9.6
$50,000 and Over	25.1	27.1	28.9	11.4	7.5
Refused	3.8	3.7	2.7	10.6	7.7
Racial Background:					
White	74.8	74.5	67.1	83.7	77.8
Black	10.2	8.7	14.6	8.7	13.3
Hispanic	7.2	7.9	10.7	7.5	6.5
Other	7.5	8.5	7.6	0.2	2.4
Refused	0.4	0.4	0.0	0.0	0.0
Metropolitan Statistical Area (Population):					
Outside MSA	18.3	19.7	9.6	30.6	39.3
Greater Than 1M	46.9	44.8	58.9	30.9	24.3
Greater Than 250K But Less Than 1M	25.8	25.6	26.0	22.1	3.2
Less Than 250K	9.0	9.8	5.4	16.4	4.9
Gender:					
Male	44.4	43.0	42.6	47.7	43.3
Female	50.8	51.4	51.9	46.9	53.3
Not Stated	4.8	5.6	5.5	5.5	3.4
Age Range:					
18 - 24 years	19.1	18.4	17.5	11.7	9.1
25 - 34 years	24.1	24.9	29.3	21.2	11.5
35 - 44 years	25.6	24.2	25.8	13.2	23.7
45 - 54 years	11.4	12.1	9.0	19.8	9.4
55 - 64 years	8.7	8.3	9.2	10.3	13.5
65 years and older	6.5	6.7	4.1	19.5	29.6
Not Stated	4.7	5.5	5.1	4.4	3.2

Note: Data in each column sums to 100.0% within each demographic category.
Regular consumers = in past month
Irregular consumers = has tried but not in past month
Non-consumer = has never tried

Table 4C. **Mexican Food: Demographic Characteristics of Regular Consumers, On- and Off-Premise Consumers, Irregular Consumers and Non-Consumers**

Characteristics	Regular Consumers			Irregular Consumer	Non-Consumer
	Consumer	On-Premise	Off-Premise		
Female Head of Household Employed Outside of Home:					
Yes	50.1%	49.5%	57.8%	48.6%	37.9%
No	38.7	38.8	31.5	43.1	56.1
No Female Head of Household	11.1	11.5	10.7	8.1	-
Don't Know	0.1	0.2	0.0	0.2	-
Academic Achievement:					
High School Graduate or Less	57.0	57.5	58.2	58.4	83.9
2- or 4-Year College Degree	32.4	31.1	32.7	28.2	12.8
Post Graduate Degree	10.5	11.3	9.1	11.6	3.2
Don't Know	0.1	0.1	0.0	1.8	0.1
Income Levels:					
Under $15,000	14.7	14.8	12.6	22.1	37.7
$15,000-$24,999	16.4	15.8	23.2	17.1	27.8
$25,000-$34,999	20.2	20.2	25.6	20.8	12.1
$35,000-$49,999	17.2	16.6	14.0	18.9	8.1
$50,000 and Over	25.6	26.3	23.5	13.1	7.2
Refused	5.8	6.3	1.2	7.9	7.1
Racial Background:					
White	82.1	83.0	75.7	73.8	78.3
Black	5.2	5.1	6.9	15.4	12.3
Hispanic	8.1	8.7	10.3	5.6	7.4
Other	4.6	3.2	7.2	4.7	2.0
Refused	0.0	0.0	0.0	0.5	0.0
Metropolitan Statistical Area (Population):					
Outside MSA	20.1	21.2	20.8	27.9	36.8
Greater Than 1M	44.3	44.6	43.8	32.8	29.6
Greater Than 250K But Less Than 1M	24.8	23.2	26.5	25.6	27.6
Less Than 250K	10.8	11.0	8.9	13.7	6.0
Gender:					
Male	50.4	50.1	53.2	40.7	42.9
Female	44.0	43.8	39.6	53.4	55.3
Not Stated	5.6	6.0	7.1	5.9	1.8
Age Range:					
18 - 24 years	15.3	15.5	19.3	16.8	10.1
25 - 34 years	27.8	28.5	26.4	20.4	8.7
35 - 44 years	22.7	21.0	28.2	16.8	23.9
45 - 54 years	15.9	16.4	7.4	14.8	8.8
55 - 64 years	6.8	7.1	6.4	11.3	14.4
65 years and older	6.3	5.9	5.7	14.7	32.3
Not Stated	5.2	5.7	6.5	5.1	1.8

Note: Data in each column sums to 100.0% within each demographic category.
Regular consumers = in past month
Irregular consumers = has tried but not in past month
Non-consumer = has never tried

Table 5 reveals a more precise measure of the frequency of monthly consumption of ethnic foods. Data in Table 5 reflect a combination of both on- and off-premise consumption and are shown in three categories of consumption on a monthly basis. For the three most popular ethnic foods over two thirds of patrons in the past month purchased these foods more than once during the month. This gives an indication of just how popular these foods are with consumers.

Table 5. **Frequency of On- or Off-Premise Consumption of Ethnic Foods in the Past Month**

	Frequency of On- or Off-Premise Consumption in Past Month			
Ethnic Foods	Once	Twice	3 or More Times	Not Stated
Italian (Other than pizza)	34.3%	23.3%	39.5%	2.9
Chinese	28.1	25.4	44.1	2.5
Mexican	30.6	24.0	43.8	1.6
Greek	60.2	8.5	29.1	2.3
Latin American	29.8	21.9	37.2	11.1
Spanish	48.7	19.3	30.8	1.2
French	49.0	21.3	22.9	6.8
Japanese	56.7	29.9	12.8	0.5
Caribbean	36.9	18.5	41.9	2.7
Vietnamese	84.6	7.1	8.3	--
German	54.5	13.8	27.5	4.2
African	18.1	61.6	20.2	--
Indian	70.4	4.5	25.1	--
Scandinavian	37.4	11.5	46.2	4.9
Thai	64.3	24.0	11.7	--
Russian	92.8	0.0	0.0	7.2
Korean	51.4	43.4	0.0	5.1
Middle Eastern	57.9	7.9	34.2	--
Eastern European	52.4	33.7	13.9	--

Notes:
1. All foods in the "Ethnic Foods" column are listed in rank order of frequency of on- or off-premise consumption in the past month (from Table 2).
2. Data in this table show frequency of respondent's on- or off-premise consumption in the past month.
3. The "Not Stated" column shows the proportion of respondents who did not indicate the number of times they consumed a particular ethnic food on- or off-premise during the past month.

Tables 6A - 6C, on the following pages, give detailed demographic characteristics for regular consumers of Italian, Chinese, and Mexican food. In reviewing these results, the reader should note the following methodological comments. First, all respondents appearing in these tables have eaten the given ethnic food at least once (on- or off-premise) during the past month. As a result, data from any respondent can be found in more than one table if a respondent ate more than one ethnic food (on- or off-premise) in the past month. In the tables, the term "infrequent consumers" means a respondent ate the food at least one time in the last month; "occasional consumers" means a respondent ate the food twice in the last month; and "frequent consumers" ate the given food three or more times per month.

Table 7 shows the likelihood that a consumer who has never eaten a specific ethnic food will do so in the future. The ethnic foods in Table 7 are listed in rank order based on proportion of respondents who "definitely will try" and "will try." This table indicates there is a relatively large untapped demand for Italian food among those who have never tried it. On the other hand only 10 percent of those who have never eaten Chinese food say they will try it in the future. In addition more than 20 percent who have not eaten French, Mexican or German food say they will try it at a restaurant in the future. It also indicates most consumers who have never tried 12 of the specific ethnic foods are unwilling to try these foods they know little about.

Demographics are shown in Table 7A.

Table 6A. **Italian Food (Other than pizza): Demographic Characteristics of Infrequent, Occasional, and Frequent Consumers**

Characteristics	Infrequent Consumers	Occasional Consumers	Frequent Consumers
Female Head of Household Employed Outside of Home:			
Yes	61.5%	32.6%	55.5%
No	34.2	46.4	36.6
No Female Head of Household	4.3	21.0	7.6
Don't Know	0.0	0.0	0.3
Academic Achievement:			
High School Graduate or Less	56.3	61.0	49.1
2- or 4-Year College Degree	29.3	35.1	36.9
Post Graduate Degree	11.3	3.9	14.0
Don't Know	3.0	0.0	0.0
Income Levels:			
Under $15,000	7.2	14.4	6.0
$15,000-$24,999	22.3	18.7	14.2
$25,000-$34,999	15.2	20.0	26.5
$35,000-$49,999	25.1	16.6	18.5
$50,000 and Over	24.9	20.0	30.2
Refused	5.2	10.2	4.6
Racial Background:			
White	80.4	84.8	78.8
Black	8.0	5.5	4.1
Hispanic	2.9	9.8	6.2
Other	8.7	0.0	10.0
Refused	0.0	0.0	0.9
Metropolitan Statistical Area (Population):			
Outside MSA	15.3	19.1	21.4
Greater Than 1M	47.2	34.8	49.3
Greater Than 250K But Less Than 1M	26.8	38.0	18.2
Less Than 250K	10.7	8.2	11.1
Gender:			
Male	35.8	54.3	49.5
Female	57.1	42.2	44.8
Not Stated	7.1	3.5	5.7
Age Range:			
18 - 24 years	9.3	20.6	14.9
25 - 34 years	30.4	19.1	30.2
35 - 44 years	18.0	11.6	31.3
45 - 54 years	19.5	20.9	9.2
55 - 64 years	5.6	9.7	5.2
65 years and older	8.9	13.9	4.1
Not Stated	8.3	4.2	5.1

Note: Data in each column sums to 100.0% within each demographic category.

Table 6B. **Chinese Food: Demographic Characteristics of Infrequent, Occasional, and Frequent Consumers**

Characteristics	Infrequent Consumers	Occasional Consumers	Frequent Consumers
Female Head of Household Employed Outside of Home:			
Yes	56.4%	51.3%	54.6%
No	33.9	37.7	34.3
No Female Head of Household	9.7	10.5	10.9
Don't Know	0.0	0.5	0.2
Academic Achievement:			
High School Graduate or Less	48.2	55.7	52.6
2- or 4-Year College Degree	34.2	36.8	34.4
Post Graduate Degree	15.7	7.4	13.0
Don't Know	1.8	0.0	0.0
Income Levels:			
Under $15,000	20.6	26.3	7.0
$15,000-$24,999	12.9	17.3	13.2
$25,000-$34,999	16.3	15.2	25.0
$35,000-$49,999	21.0	17.9	21.7
$50,000 and Over	24.5	17.5	31.3
Refused	4.7	5.9	1.9
Racial Background:			
White	89.6	68.6	69.5
Black	7.2	3.3	14.5
Hispanic	3.2	14.9	5.7
Other	0.0	11.7	10.3
Refused	0.0	1.4	0.0
Metropolitan Statistical Area (Population):			
Outside MSA	19.6	29.0	12.4
Greater Than 1M	40.4	31.3	59.6
Greater Than 250K But Less Than 1M	28.5	27.1	22.4
Less Than 250K	11.5	12.5	5.5
Gender:			
Male	39.1	57.3	42.2
Female	54.4	37.3	54.1
Not Stated	6.5	5.4	3.7
Age Range:			
18 - 24 years	19.1	20.7	16.9
25 - 34 years	18.7	23.9	29.0
35 - 44 years	25.4	28.9	24.5
45 - 54 years	6.7	12.7	11.9
55 - 64 years	14.1	3.3	8.6
65 years and older	9.7	5.2	5.5
Not Stated	6.3	5.3	3.7

Note: Data in each column sums to 100.0% within each demographic category.

Table 6C. **Mexican Food: Demographic Characteristics of Infrequent, Occasional, and Frequent Consumers**

Characteristics	Infrequent Consumers	Occasional Consumers	Frequent Consumers
Female Head of Household Employed Outside of Home:			
Yes	47.0%	50.5%	51.1%
No	49.6	41.4	31.0
No Female Head of Household	2.9	8.0	17.9
Don't Know	0.5	0.0	0.0
Academic Achievement:			
High School Graduate or Less	51.7	68.6	55.4
2- or 4-Year College Degree	34.1	26.7	33.3
Post Graduate Degree	14.2	4.7	11.4
Don't Know	0.0	0.0	0.0
Income Levels:			
Under $15,000	20.3	14.6	11.3
$15,000-$24,999	15.7	13.8	16.9
$25,000-$34,999	14.2	17.9	26.5
$35,000-$49,999	15.5	20.2	15.8
$50,000 and Over	26.7	24.8	26.3
Refused	7.6	8.7	3.2
Racial Background:			
White	77.5	90.4	80.2
Black	4.6	5.9	5.4
Hispanic	8.5	1.6	11.8
Other	9.5	2.1	2.6
Refused	0.0	0.0	0.0
Metropolitan Statistical Area (Population):			
Outside MSA	17.6	18.5	23.4
Greater Than 1M	40.4	45.7	44.8
Greater Than 250K But Less Than 1M	28.8	26.1	21.8
Less Than 250K	13.2	9.8	10.1
Gender:			
Male	41.0	46.4	60.2
Female	54.7	53.2	30.3
Not Stated	4.3	0.4	9.5
Age Range:			
18 - 24 years	16.4	12.5	15.8
25 - 34 years	22.2	24.9	32.4
35 - 44 years	18.6	25.9	24.0
45 - 54 years	24.9	19.5	8.2
55 - 64 years	6.9	5.1	7.6
65 years and older	7.0	11.7	3.0
Not Stated	3.9	0.4	8.9

Note: Data in each column sums to 100.0% within each demographic category.

Table 7. **Likelihood of Eating a Given Ethnic Food Among Consumers Who Have Never Eaten the Ethnic Food in the Past**

	Percent					
Ethnic Foods	Definitely Will Try	Will Try	Uncertain	Will Not Try	Definitely Will Not Try	No Opinion
Italian (other than pizza)	32.9%	9.8%	22.1%	5.9%	19.2%	10.1%
French	14.7	11.8	25.0	4.9	38.8	4.7
Mexican	19.4	2.5	16.5	5.8	47.6	8.2
German	10.0	10.6	27.4	4.8	42.5	4.7
Spanish	10.2	9.0	32.3	9.2	35.3	4.1
Greek	7.1	7.7	19.6	8.9	51.9	4.9
Japanese	6.6	8.0	19.6	6.6	54.6	4.6
Russian	6.8	4.6	19.7	9.5	55.2	4.2
Eastern European	4.5	6.4	22.7	9.1	49.7	7.5
Caribbean	3.6	6.8	23.4	10.0	47.2	8.9
Chinese	8.7	1.6	16.3	7.2	56.4	9.8
Scandinavian	6.5	2.9	23.6	8.8	50.9	7.3
Thai	5.2	4.0	13.4	7.7	64.6	5.3
Korean	3.9	4.7	15.9	10.3	59.1	6.1
Latin American	4.4	4.1	25.2	8.5	50.1	7.6
Vietnamese	3.3	5.1	11.9	6.5	68.6	4.6
African	4.5	3.6	10.5	1.1	68.3	5.9
Indian	4.9	2.9	14.0	8.9	62.9	6.4
Middle Eastern	4.8	2.9	18.8	11.6	56.8	5.1

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order of probability of future on- or off-premise consumption among consumers who have never eaten the given ethnic food on- or off-premise in the past.

2. Data in the "Percent" columns show the proportion of respondents who can be classified into the five response categories.

3. Data will not sum to 100.0% due to rounding procedures in the analysis program.

Table 7A. **Likelihood of Eating a Given Ethnic Food Among Consumers Who Have Never Eaten the Ethnic Food**

	Italian (Other than pizza)	Chinese
Total	6.2	2.9
Sex		
Male	6.3	xx
Female	6.1	2.8
Household Size		
1 Person	xx	xx
2 Person	4.6	2.7
3 Person	xx	xx
>4 Person	7.4	3.1
Female Head Employed		
Yes	6.7	3.7
No	xx	2.5
Education		
High School Graduate or Less	6.0	3.0
2/4 Year College Degree	xx	xx
Post Graduate Degree	xx	xx
Metropolitan Area		
Outside Metro	6.6	3.1
>1,000,000 population	xx	xx
>250,000 but <1,000,000	xx	3.0
<250,000	xx	xx
Income		
<$15,000	6.2	2.8
$15,000 - $24,999	xx	xx
$25,000 - $34,999	xx	xx
$35,000 - $49,999	xx	xx
$50,000+	xx	xx
Age		
18 - 24	xx	xx
25 - 34	xx	xx
35 - 44	xx	xx
45 - 54	xx	xx
55 - 64	xx	xx
>65	4.0	1.5

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

Con't. - Table 7A.

	Japanese	Korean	Thai
Total	3.3	2.7	2.6
Sex			
Male	3.5	2.8	2.8
Female	3.3	2.6	2.5
Household Size			
1 Person	2.8	2.5	2.0
2 Person	2.9	2.3	2.2
3 Person	3.8	2.5	2.8
>4 Person	3.5	3.2	3.0
Female Head Employed			
Yes	3.8	3.0	3.0
No	2.9	2.3	2.3
Education			
High School Graduate or Less	3.0	2.6	2.5
2/4 Year College Degree	4.0	2.8	2.6
Post Graduate Degree	xx	3.4	3.6
Metropolitan Area			
Outside Metro	3.3	2.7	3.3
>1,000,000 population	3.0	2.6	2.4
>250,000 but <1,000,000	3.2	2.5	2.3
<250,000	4.3	3.3	2.4
Income			
<$15,000	2.3	2.3	2.6
$15,000 - $24,999	3.0	2.5	2.5
$25,000 - $34,999	4.7	3.5	2.6
$35,000 - $49,999	3.5	2.6	2.8
$50,000+	4.7	3.1	2.9
Age			
18 - 24	3.5	3.0	2.7
25 - 34	3.9	3.1	2.8
35 - 44	3.8	3.3	3.4
45 - 54	xx	2.5	2.7
55 - 64	xx	2.1	2.7
>65	xx	1.6	1.4

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

Con't. - Table 7A.

	Vietnamese	Mexican	German	Greek
Total	2.4	4.0	4.0	3.4
Sex				
Male	2.8	5.31	4.0	3.6
Female	2.1	3.3	4.0	3.3
Household Size				
1 Person	2.0	xx	4.1	2.8
2 Person	1.7	3.2	3.9	2.9
3 Person	2.5	xx	3.9	3.3
>4 Person	2.9	5.5	4.2	3.9
Female Head Employed				
Yes	2.5	4.6	4.3	3.4
No	2.3	3.7	3.6	3.5
Education				
High School Graduate or Less	2.4	4.1	3.8	3.2
2/4 Year College Degree	2.3	xx	4.8	4.0
Post Graduate Degree	3.2	xx	4.5	3.7
Metropolitan Area				
Outside Metro	2.8	4.8	3.9	3.1
>1,000,000 population	2.2	3.6	4.4	3.6
>250,000 but <1,000,000	2.1	3.4	3.5	3.2
<250,000	2.4	xx	4.5	3.7
Income				
<$15,000	2.2	4.3	3.1	2.8
$15,000 - $24,999	2.3	3.0	4.0	3.3
$25,000 - $34,999	2.8	xx	4.2	4.4
$35,000 - $49,999	2.4	xx	4.9	3.7
$50,000+	2.6	xx	5.1	3.6
Age				
18 - 24	3.0	xx	3.3	3.6
25 - 34	2.6	xx	4.9	4.3
35 - 44	2.8	4.2	4.1	3.9
45 - 54	2.3	xx	4.2	3.2
55 - 64	2.1	xx	xx	3.0
>65	1.2	1.5	2.7	2.1

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

Con't. - Table 7A.

	Spanish	Eastern European	Scandinavian	Indian
Total	4.2	3.2	3.2	2.6
Sex				
Male	4.5	3.5	3.2	2.7
Female	4.0	3.0	3.2	2.5
Household Size				
1 Person	3.6	2.7	2.8	2.4
2 Person	3.7	2.6	2.9	2.3
3 Person	4.4	3.6	3.1	2.5
>4 Person	4.8	3.6	3.6	3.0
Female Head Employed				
Yes	4.7	3.4	3.4	2.9
No	3.8	3.0	3.1	2.3
Education				
High School Graduate or Less	4.0	3.0	2.9	2.6
2/4 Year College Degree	4.8	3.7	3.7	2.6
Post Graduate Degree	xx	xx	3.4	2.2
Metropolitan Area				
Outside Metro	4.2	3.3	3.4	3.2
>1,000,000 population	3.9	3.2	2.9	2.3
>250,000 but <1,000,000	4.3	3.1	3.1	2.5
<250,000	4.9	3.2	3.9	2.5
Income				
<$15,000	3.4	2.4	2.8	2.8
$15,000 - $24,999	4.5	3.0	2.7	2.6
$25,000 - $34,999	4.7	4.2	3.9	2.9
$35,000 - $49,999	5.1	3.4	3.69	2.6
$50,000+	4.6	3.5	3.3	2.2
Age				
18 - 24	4.6	3.4	2.6	2.6
25 - 34	5.0	3.7	3.6	3.0
35 - 44	4.7	3.9	3.7	2.8
45 - 54	4.8	2.9	3.4	2.9
55 - 64	3.5	3.1	3.4	2.9
>65	2.3	1.9	2.0	1.4

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

Con't. - Table 7A.

	Latin American	Middle Eastern	African	Caribbean
Total	3.1	2.8	2.4	3.2
Sex				
Male	3.2	3.0	2.5	3.4
Female	3.1	2.8	2.4	3.1
Household Size				
1 Person	2.9	2.5	2.1	2.7
2 Person	3.4	2.9	2.2	3.3
3 Person	3.4	2.9	2.2	3.3
>4 Person	3.4	3.3	3.0	3.7
Female Head Employed				
Yes	3.4	3.0	2.5	3.4
No	2.9	2.7	2.3	3.0
Education				
High School Graduate or Less	2.9	2.7	2.3	3.0
2/4 Year College Degree	3.5	3.1	2.5	3.7
Post Graduate Degree	3.9	2.4	2.8	3.5
Metropolitan Area				
Outside Metro	3.6	2.8	2.9	3.5
>1,000,000 population	2.8	2.9	2.3	3.0
>250,000 but <1,000,000	2.9	2.8	2.2	3.2
<250,000	3.4	2.8	2.0	3.3
Income				
<$15,000	2.8	2.5	2.6	2.8
$15,000 - $24,999	2.6	2.6	2.2	3.0
$25,000 - $34,999	3.6	3.5	2.4	3.8
$35,000 - $49,999	3.8	3.0	2.5	3.6
$50,000+	3.4	2.7	2.6	3.4
Age				
18 - 24	3.4	3.2	2.9	3.5
25 - 34	3.3	3.2	2.8	3.9
35 - 44	3.7	3.4	2.9	3.4
45 - 54	3.2	2.6	2.2	3.6
55 - 64	3.5	2.8	1.9	2.8
>65	1.6	1.6	1.2	1.8

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

Con't - Table 7A.

	Russian	French
Total	3.1	4.4
Sex		
Male	3.4	4.2
Female	2.8	4.6
Household Size		
1 Person	2.6	3.3
2 Person	2.6	3.3
3 Person	3.1	4.4
>4 Person	3.6	5.6
Female Head Employed		
Yes	3.2	4.8
No	3.0	4.2
Education		
High School Graduate or Less	3.0	4.2
2/4 Year College Degree	3.4	4.5
Post Graduate Degree	3.3	5.5
Metropolitan Area		
Outside Metro	3.8	5.0
>1,000,000 population	2.8	4.2
>250,000 but <1,000,000	2.8	3.9
<250,000	2.8	4.4
Income		
<$15,000	2.9	4.2
$15,000 - $24,999	2.8	4.0
$25,000 - $34,999	3.7	5.2
$35,000 - $49,999	3.2	4.6
$50,000+	3.2	5.1
Age		
18 - 24	3.3	4.4
25 - 34	3.4	5.7
35 - 44	3.9	5.9
45 - 54	3.0	5.0
55 - 64	2.4	2.4
>65	1.7	2.5

Note: Based on a 10 point scale where 9 and 10 = definitely will try and 1 and 2 = definitely will not try

xx = Insufficient sample

The major difference between Table 7 and Table 8 is that Table 8 shows likelihood of eating a specific ethnic food for consumers who have not eaten the food in the past month but who have eaten it sometime in the past. The columns in Table 8 show the same type of data as given in Table 7. This table clearly shows that consumers who have tried an ethnic food are much more likely than those who have never tried it to order it in the future.

Table 8. **Likelihood of Eating a Given Ethnic Food Among Consumers Who Have Not Eaten the Ethnic Food in the Past Month**

	Percent					
Ethnic Foods	Definitely Will Try	Will Try	Uncertain	Will Not Try	Definitely Will Not Try	No Opinion
Italian	54.4%	14.4%	17.9%	7.1%	6.2%	0.0%
French	36.4	25.4	27.5	6.7	3.6	0.4
Mexican	41.4	17.7	22.4	6.8	11.3	0.4
Chinese	36.1	22.1	18.1	2.5	20.8	0.4
German	26.1	22.1	32.2	9.8	9.3	0.5
Japanese	25.7	28.3	19.5	8.0	18.5	0.0
Spanish	22.7	24.3	26.9	9.0	15.4	1.7
Scandinavian	26.2	18.1	25.2	5.7	22.9	1.8
Caribbean	21.1	20.2	32.7	8.8	17.0	0.3
Russian	15.9	28.7	30.6	3.2	17.3	4.2
Thai	19.6	21.2	35.7	3.2	20.3	0.0
Greek	17.3	21.5	34.0	10.8	15.8	0.7
Indian	17.4	21.1	32.5	5.1	22.0	1.9
Korean	15.7	23.0	32.3	9.5	19.6	0.0
Latin American	10.7	23.0	44.0	7.4	13.4	1.6
African	23.4	4.6	35.1	16.7	20.0	0.0
Eastern European	10.1	19.9	37.9	16.3	15.8	0.0
Middle Eastern	12.4	14.6	38.0	11.6	22.7	0.8
Vietnamese	7.6	15.4	28.2	15.3	29.9	3.6

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order of probability of future on- or off-premise consumption among consumers who have not eaten the given ethnic food on- or off-premise in the past month.

2. Data in the "Percent" columns show the proportion of respondents who can be classified into the given categories.

3. Data will not sum to 100.0% due to rounding procedures in the analysis program.

Sixty-nine percent of those who haven't eaten Italian food in the past month say they will do so in the future. French food has a strong appeal as well with 62 percent saying they will eat it at a restaurant in the future. Other foods that more than half of those who haven't eaten them in the past month plan to eat in the future include Mexican, Chinese and Japanese.

Table 8A provides demographic information regarding the likelihood of eating a given ethnic food at a restaurant among consumers who have tried the ethnic food but not in the past month.

Table 8A. **Likelihood of Eating a Given Ethnic Food Among Consumers Who Have Eaten the Ethnic Food But Not in the Past Month**

	Italian	Chinese	Japanese	Korean
Total	7.7	6.5	6.1	5.5
Sex				
Male	6.8	5.7	6.0	5.0
Female	8.6	7.5	6.4	xx
Household Size				
1 Person	xx	xx	xx	xx
2 Person	7.5	6.1	4.7	xx
3 Person	xx	xx	6.8	xx
>4 Person	7.7	6.4	6.8	xx
Female Head Employed				
Yes	8.7	7.3	6.6	5.8
No	7.1	5.9	5.6	xx
Education				
High School Graduate or Less	7.7	6.3	5.4	xx
2/4 Year College Degree	7.9	6.9	6.5	xx
Post Graduate Degree	xx	xx	xx	xx
Metropolitan Area				
Outside Metro	6.9	6.1	xx	xx
>1,000,000 population	8.0	6.2	5.9	xx
>250,000 but <1,000,000	8.6	7.2	6.3	xx
<250,000	xx	xx	xx	xx
Income				
<$15,000	7.0	6.3	xx	xx
$15,000 - $24,999	8.2	7.3	xx	xx
$25,000 - $34,999	xx	6.6	5.6	xx
$35,000 - $49,999	xx	xx	6.6	xx
$50,000+	xx	xx	7.0	xx
Age				
18 - 24	xx	xx	xx	xx
25 - 34	xx	7.6	7.5	xx
35 - 44	8.6	xx	6.4	xx
45 - 54	xx	6.9	xx	xx
55 - 64	xx	xx	xx	xx
>65	xx	4.8	xx	xx

Note: Based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

xx = Insufficient sample

Con't - Table 8A.

	Thai	Vietnamese	Mexican	German
Total	5.8	4.4	7.0	6.5
Sex				
Male	xx	xx	6.5	6.5
Female	xx	xx	7.6	6.6
Household Size				
1 Person	xx	xx	xx	xx
2 Person	xx	xx	6.6	5.3
3 Person	xx	xx	7.3	7.8
>4 Person	xx	xx	7.4	6.9
Female Head Employed				
Yes	xx	xx	7.6	6.8
No	5.8	xx	6.5	6.1
Education				
High School Graduate or Less	5.2	xx	7.2	6.2
2/4 Year College Degree	xx	xx	7.1	6.6
Post Graduate Degree	xx	xx	xx	xx
Metropolitan Area				
Outside Metro	xx	xx	7.3	6.5
>1,000,000 population	xx	xx	6.8	6.4
>250,000 but <1,000,000	xx	xx	7.3	6.6
<250,000	xx	xx	xx	xx
Income				
<$15,000	xx	xx	7.5	xx
$15,000 - $24,999	xx	xx	xx	6.3
$25,000 - $34,999	xx	xx	6.8	6.8
$35,000 - $49,999	xx	xx	6.6	7.1
$50,000+	xx	xx	xx	6.6
Age				
18 - 24	xx	xx	xx	xx
25 - 34	xx	xx	8.2	7.3
35 - 44	xx	xx	xx	6.4
45 - 54	xx	xx	xx	xx
55 - 64	xx	xx	xx	xx
>65	xx	xx	xx	xx

Note: Based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

xx = Insufficient sample

Con't - Table 8A.

	Greek	Spanish	Eastern European	Scandinavian
Total	5.8	6.1	5.2	6.0
Sex				
Male	5.3	5.7	5.1	xx
Female	6.3	6.5	xx	xx
Household Size				
1 Person	5.8	xx	xx	xx
2 Person	4.4	5.7	xx	xx
3 Person	xx	6.3	xx	xx
>4 Person	6.4	6.1	xx	xx
Female Head Employed				
Yes	6.1	6.4	5.2	xx
No	5.4	5.6	5.1	xx
Education				
High School Graduate or Less	5.4	5.8	xx	xx
2/4 Year College Degree	5.8	6.2	5.5	xx
Post Graduate Degree	xx	xx	xx	xx
Metropolitan Area				
Outside Metro	xx	6.1	xx	xx
>1,000,000 population	5.3	6.1	4.7	xx
>250,000 but <1,000,000	6.7	6.4	xx	xx
<250,000	xx	xx	xx	xx
Income				
<$15,000	xx	6.4	xx	xx
$15,000 - $24,999	xx	xx	xx	xx
$25,000 - $34,999	5.5	6.1	xx	xx
$35,000 - $49,999	xx	xx	xx	xx
$50,000+	xx	xx	xx	xx
Age				
18 - 24	xx	xx	xx	xx
25 - 34	6.6	7.4	xx	xx
35 - 44	6.4	xx	xx	xx
45 - 54	4.8	xx	xx	xx
55 - 64	xx	xx	xx	xx
>65	xx	xx	xx	xx

Note: Based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

xx = Insufficient sample

Con't - Table 8A.

	Indian	Latin American	Middle Eastern	African
Total	5.5	5.5	5.1	5.3
Sex				
Male	5.3	5.3	4.9	xx
Female	5.9	5.8	xx	xx
Household Size				
1 Person	xx	xx	xx	xx
2 Person	xx	4.6	xx	xx
3 Person	xx	xx	xx	xx
>4 Person	6.6	xx	xx	xx
Female Head Employed				
Yes	5.7	6.0	5.5	xx
No	5.2	4.8	xx	xx
Education				
High School Graduate or Less	4.9	5.2	4.1	xx
2/4 Year College Degree	5.4	5.6	xx	xx
Post Graduate Degree	xx	xx	xx	xx
Metropolitan Area				
Outside Metro	xx	xx	xx	xx
>1,000,000 population	xx	5.9	xx	xx
>250,000 but <1,000,000	xx	xx	xx	xx
<250,000	xx	xx	xx	xx
Income				
<$15,000	xx	xx	xx	xx
$15,000 - $24,999	xx	xx	xx	xx
$25,000 - $34,999	xx	xx	xx	xx
$35,000 - $49,999	xx	xx	xx	xx
$50,000+	xx	xx	xx	xx
Age				
18 - 24	xx	xx	xx	xx
25 - 34	xx	xx	xx	xx
35 - 44	xx	5.4	xx	xx
45 - 54	xx	xx	xx	xx
55 - 64	xx	xx	xx	xx
>65	xx	xx	xx	xx

Note: Based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

xx = Insufficient sample

Con't Table 8A.

	Caribbean	Russian	French
Total	5.9	5.8	7.2
Sex			
Male	6.0	5.9	7.3
Female	xx	xx	7.6
Household Size			
1 Person	xx	xx	xx
2 Person	xx	xx	7.2
3 Person	xx	xx	7.6
>4 Person	xx	xx	7.2
Female Head Employed			
Yes	6.5	xx	7.4
No	xx	xx	7.2
Education			
High School Graduate or Less	xx	xx	7.0
2/4 Year College Degree	6.4	xx	7.6
Post Graduate Degree	xx	xx	xx
Metropolitan Area			
Outside Metro	xx	xx	7.0
>1,000,000 population	6.0	xx	7.0
>250,000 but <1,000,000	xx	xx	7.6
<250,000	xx	xx	xx
Income			
<$15,000	xx	xx	7.1
$15,000 - $24,999	xx	xx	7.3
$25,000 - $34,999	xx	xx	6.6
$35,000 - $49,999	xx	xx	8.2
$50,000+	xx	xx	6.9
Age			
18 - 24	xx	xx	7.4
25 - 34	xx	xx	8.0
35 - 44	xx	xx	7.6
45 - 54	xx	xx	6.7
55 - 64	xx	xx	xx
>65	xx	xx	xx

Note: Based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

xx = Insufficient sample

Table 8B combines data from a series of inquiries in an attempt to estimate restaurant market size for each ethnic food. Included are regular customers defined as those who have eaten a specific food at a restaurant in the past month and who say they will do so again. Also included are irregular consumers who have consumed the food in the past but not in the past month and who say they will try it again in the future. The third group consists of future consumers -- those who have never tried a specific ethnic food but say they will do so in the future.

This table indicates that at least 10 percent of the adult population has never tried the following ethnic foods at a restaurant but would like to do so.

French	15%
German	13%
Spanish	12%
Italian	10%
Greek	10%
Russian	10%

Furthermore over 10 percent have tried the following ethnic foods but not in the past month, and would like to do so again.

French	22%
Italian	21%
Chinese	19%
Mexican	19%
Japanese	16%
German	15%
Spanish	14%

These data suggest that a significant proportion of the population is willing to try such ethnic dishes if they were readily available. In contrast for eleven of the ethnic cuisines in the survey, less than 20 percent of the adult population is likely to

try these dishes in restaurants.

Table 8C includes demographics for those expressing a willingness to try each of the ethnic foods at a restaurant.

Table 8B. **The Market for Ethnic Foods at Restaurants**

Ethnic Food	Share of Market	Percent of Adult Population
Italian		
Regular Customers*	57	42
Irregular Customers**	29	21
Future Customers***	14	10
	100%	73%
Chinese		
Regular Customers*	64	40
Irregular Customers**	31	19
Future Customers***	5	3
	100%	62%
Japanese		
Regular Customers*	17	5
Irregular Customers**	53	16
Future Customers***	30	9
	100%	30%
Korean		
Regular Customers*	6	1
Irregular Customers**	31	4
Future Customers***	63	8
	100%	13%
Thai		
Regular Customers*	7	1
Irregular Customers**	36	5
Future Customers***	57	8
	100%	14%
Vietnamese		
Regular Customers*	7	1
Irregular Customers**	19	2
Future Customers***	74	8
	100%	11%
Mexican		
Regular Customers*	58	34
Irregular Customers**	32	19
Future Customers***	10	6
	100%	59%

Con't - Table 8B.

Ethnic Food	Share of Market	Percent of Adult Population
German		
Regular Customers*	13	4
Irregular Customers**	47	15
Future Customers***	40	13
	100%	32%
Greek		
Regular Customers*	27	7
Irregular Customers**	36	10
Future Customers***	36	10
	100%	27%
Spanish		
Regular Customers*	23	8
Irregular Customers**	41	14
Future Customers***	35	12
	100%	34%
Eastern European		
Regular Customers*	3	<1
Irregular Customers**	30	4
Future Customers***	67	9
	100%	13%
Scandinavian		
Regular Customers*	6	1
Irregular Customers**	36	5
Future Customers***	58	8
	100%	14%
Indian		
Regular Customers*	12	2
Irregular Customers**	44	6
Future Customers***	44	6
	100%	14%
Latin American		
Regular Customers*	26	4
Irregular Customers**	40	7
Future Customers***	34	6
	100%	17%
Middle Eastern		
Regular Customers*	11	1
Irregular Customers**	36	4
Future Customers***	53	6
	100%	11%
African		
Regular Customers*	5	<1
Irregular Customers**	21	2
Future Customers***	74	7
	100%	9%

Con't - Table 8B.

Ethnic Food	Share of Market	Percent of Adult Population
Caribbean		
Regular Customers*	16	3
Irregular Customers**	34	6
Future Customers***	50	9
	100%	18%
Russian		
Regular Customers*	4	1
Irregular Customers**	32	5
Future Customers***	64	10
	100%	16%
French		
Regular Customers*	16	7
Irregular Customers**	50	22
Future Customers***	34	15
	100%	44%

* regular customers = consumer who has eaten specific ethnic food at a restaurant in past month and who plans to do so in the future

** irregular customer = consumer who has eaten specific food in past but not in past month and who will try food in future

*** future customer = consumer who has not eaten specific food in past but will try in future

will try in future = 7, 8, 9, 10 on 10 point scale

Table 8C. **Demographics for Consumer Expressing A Willingness to Try Ethnic Foods at Restaurants**

	Mean Value	Percent of Adult Population in Top 4 Boxes
Italian		
Male	7.5	63.8%
Female	8.4	81.1
18-24	8.0	73.9
25-34	8.9	90.9
35-44	8.8	86.6
45-54	7.8	71.0
55-64	6.9	57.4
65+	6.2	40.1

Con't - Table 8C.

	Mean Value	Percent of Adult Population in Top 4 Boxes
Chinese		
Male	6.4	55.0%
Female	7.2	67.0
18-24	7.2	69.7
25-34	7.9	74.9
35-44	7.0	60.6
45-54	7.3	71.4
55-64	6.3	54.2
65+	4.5	30.3
Japanese		
Male	4.7	31.7%
Female	4.4	29.8
18-24	4.4	33.5
25-34	5.8	47.9
35-44	5.1	36.2
45-54	4.4	26.3
55-64	3.6	16.7
65+	2.7	10.9
Korean		
Male	3.3	14.2%
Female	2.9	10.7
18-24	3.4	17.8
25-34	3.7	17.3
35-44	3.6	18.4
45-54	2.8	4.6
55-64	2.3	5.8
65+	1.7	2.7
Thai		
Male	3.1	13.1%
Female	3.0	12.7
18-24	3.3	9.7
25-34	3.4	15.9
35-44	3.7	21.4
45-54	3.1	11.9
55-64	2.9	13.4
65+	1.4	0.7

Con't - Table 8C.

	Mean Value	Percent of Adult Population in Top 4 Boxes
Vietnamese		
Male	3.0	13.9%
Female	2.4	6.6
18-24	3.1	14.2
25-34	2.9	12.8
35-44	3.1	13.6
45-54	2.6	4.2
55-64	2.4	13.3
65+	1.3	0.6
Mexican		
Male	7.1	58.5%
Female	6.8	60.0
18-24	8.4	79.7
25-34	8.4	81.8
35-44	6.9	58.6
45-54	7.2	60.7
55-64	6.1	46.5
65+	3.7	17.6
German		
Male	5.1	33.2%
Female	4.9	32.9
18-24	4.2	23.2
25-34	5.8	45.1
35-44	5.1	32.5
45-54	5.2	38.3
55-64	5.8	42.6
65+	3.7	15.9
Greek		
Male	4.5	23.6%
Female	4.5	29.9
18-24	4.3	30.3
25-34	5.5	43.3
35-44	5.0	30.8
45-54	4.2	22.5
55-64	4.2	27.2
65+	2.8	6.1

Con't - Table 8C.

	Mean Value	Percent of Adult Population in Top 4 Boxes
Spanish		
Male	5.3	36.0%
Female	5.2	32.6
18-24	5.2	32.6
25-34	6.6	50.8
35-44	5.4	37.4
45-54	5.7	40.4
55-64	4.4	25.6
65+	2.8	8.8
Eastern European		
Male	3.9	15.2%
Female	3.4	13.3
18-24	3.4	12.0
25-34	4.1	18.0
35-44	4.3	19.0
45-54	3.2	11.4
55-64	3.8	17.5
65+	2.2	4.6
Scandinavian		
Male	3.6	12.5%
Female	3.6	15.8
18-24	2.8	5.2
25-34	4.1	16.9
35-44	3.9	15.2
45-54	3.8	16.1
55-64	3.8	19.8
65+	2.7	8.8
Indian		
Male	3.3	14.4%
Female	3.1	12.8
18-24	3.6	18.8
25-34	3.4	14.0
35-44	3.5	18.1
45-54	3.5	12.3
55-64	3.2	15.1
65+	1.5	1.7

Con't - Table 8C.

	Mean Value	Percent of Adult Population in Top 4 Boxes
Latin American		
Male	4.1	18.3%
Female	3.7	16.0
18-24	4.1	13.1
25-34	4.2	23.8
35-44	4.4	24.1
45-54	3.9	13.2
55-64	3.9	21.3
65+	2.4	2.8
Middle Eastern		
Male	3.4	9.6%
Female	3.1	11.9
18-24	3.5	5.9
25-34	3.6	13.7
35-44	3.7	14.9
45-54	3.1	10.0
55-64	3.3	16.7
65+	1.7	1.4
African		
Male	2.6	8.9%
Female	2.5	9.50
18-24	3.0	12.0
25-34	3.0	11.3
35-44	3.0	13.5
45-54	2.5	8.9
55-64	2.0	5.4
65+	1.3	0.4
Caribbean		
Male	4.1	20.9%
Female	3.6	13.9
18-24	4.0	22.2
25-34	4.6	19.3
35-44	4.2	23.8
45-54	4.0	17.3
55-64	3.3	14.3
65+	2.0	1.9

Con't - Table 8C.

	Mean Value	Percent of Adult Population in Top 4 Boxes
Russian		
Male	3.8	17.5%
Female	3.1	13.1
18-24	3.4	11.0
25-34	3.8	14.7
35-44	4.2	29.1
45-54	3.3	15.9
55-64	2.7	9.3
65+	2.2	3.0
French		
Male	5.7	42.1%
Female	5.9	45.0
18-24	5.9	51.2
25-34	6.9	59.6
35-44	6.7	56.4
45-54	6.1	41.1
55-64	4.1	24.6
65+	3.6	12.7

* mean value based on a 10 point scale where 10 = definitely will try and 1 = definitely will not try

** top 4 boxes = 7, 8, 9, 10 on 10 point scale

Table 9 presents a unique dimension in respondent consumption patterns. The first column ranks foods by likelihood of on- or off-premise consumption in the past (from Table 1). The second column contains the proportion of consumers who have eaten a specific ethnic food prepared at home in the past month and tried it at a restaurant. The third column contains the proportion of respondents who have eaten a specific ethnic food prepared at home in the past month and have eaten that ethnic food on- or off-premise in the past month.

Table 9. **At-Home Ethnic Food Preparation**

Ethnic Foods	Have Eaten On- or Off-Premise in the Past & Prepared Food At Home	Have Eaten On- or Off-Premise in the Past Month & Prepared Food At Home
Chinese	34.2%	46.0%
Italian	71.4	79.0
Mexican	52.4	62.3
French	23.6	49.0
Spanish	25.2	45.9
German	30.3	52.5
Japanese	8.7	11.0
Greek	6.3	14.3
Latin American	13.9	28.5
Indian	13.2	9.0
Caribbean	21.8	76.3
Eastern European	18.2	55.0
Middle Eastern	10.7	17.2
Korean	6.0	0.0
Thai	18.3	0.0
Vietnamese	2.2	2.3
Scandinavian	14.6	35.0
Russian	19.7	49.6
African	11.3	20.2

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order for likelihood of on- or off-premise consumption in the past (from Table 1).

2. The "Have Eaten On- or Off-Premise in the Past and Prepared Food At Home" column shows the proportion of respondents who have ever eaten a given ethnic food and have had that food prepared at home in the past month.

3. The "Have Eaten On- or Off-Premise in the Past Month and Prepared Food At Home" column shows the proportion of respondents who have eaten a given ethnic food on- or off-premise in the last month and have had that food prepared at home in the past month.

This table shows that those who eat ethnic foods away from home on a regular basis -- in the past month -- are more likely than those who do so less frequently to have had home prepared dishes as well. Still the level of home preparation is not particularly high overall. In some situations this may indicate an opportunity for takeout of fully or partially prepared items than can be finished

at home. These options allow consumers to enjoy ethnic dishes at home without having to find ingredients or prepare unfamiliar foods.

Table 10 data substantiates findings in earlier tables. When asked to choose a favorite ethnic food, the overwhelming response was Italian, Mexican, and Chinese. For all the reasons discussed earlier, these foods are part of an "evoked set" when the subject of "ethnic foods" is mentioned the typical consumer quickly identifies the "evoked set" of foods: Italian, Mexican, and Chinese. Other ethnic foods are much less likely to be part of the typical consumer's frame of reference for ethnic foods.

Table 10. **Favorite Ethnic Foods** -

Ethnic Foods	Favorite Ethnic Food
Italian	32.6%
Mexican	24.4
Chinese	22.9
German	3.7
Spanish	2.5
French	2.3
Japanese	1.3
Greek	1.2
Caribbean	1.1
Scandinavian	0.9
Eastern European	0.7
Thai	0.8
Middle Eastern	0.7
Indian	0.6
Latin American	0.4
African	0.2
Vietnamese	0.2
Korean	0.1
Russian	0.0

Notes:

1. All foods in the "Ethnic Foods" column are listed in rank order based upon the proportion of respondents who have eaten a given ethnic food and indicated that such a food was the one they "personally enjoy" the most.

2. The "Favorite Ethnic Food" column shows the proportion of respondents who have eaten a given ethnic food and indicated that such a food was the one they "personally enjoy" the most.

Except for Russian food, some part of the respondent population stated that one of the remaining 18 foods was their favorite ethnic food. This is a reflection of the pluralistic nature of American society. There is a much higher acceptance level of a wide variety of foods in the United States than might occur in other countries. Less popular ethnic foods may present an opportunity for the restaurateur to: (1) make these foods more readily available; (2) expose these foods to the public; (3) teach consumers how they are prepared and where to purchase ingredients for them; and (4) tell potential consumers how these foods can enhance the total eating experience.

Demographics appear in the appendix.

Section 3

ETHNIC FOOD ATTITUDES

Since it is well recognized that consumer attitudes influence behavior, many attitudinal factors associated with ethnic foods were included in this survey. These attitudes help explain why the behavior patterns presented in Section 2 exist. Furthermore, consumers' attitudes toward ethnic foods influence their perceptions of the characteristics of ethnic food restaurants given in Section 4.

Table 11 presents an overview of ethnic food attitudes in the adult population. The attitudinal statements column lists statements in order based upon respondent agreement and disagreement levels. The average rating column shows the level of agreement on a 10-point scale where a higher average rating indicates a stronger agreement level. Data in the percent columns show the proportion of respondents in each agreement category. Table 12 provides demographic information for each of the attitudinal statements.

As shown in the first statement in Table 11, two thirds of adults agree and nearly 50% of them agree very strongly that ethnic foods should be described better and more accurately on menus. It is notable as well that the level of agreement with this statement is highest among 25 to 54 year olds who are prime ethnic customers. This suggests that ethnic food consumption could well increase if restaurant owners provided better explanations of ethnic dishes. Menu design and content are critical factors. Restaurateurs -- in their menu design, table signs, and wait staff training -- need to emphasize consumer information strategies so that informed decisions about ethnic foods are made.

Table 11. **Overview of Ethnic Food Attitudes**

Attitudinal Statement	Average Rating	Percent					
		Strongly Agree	Agree	Uncertain	Strongly Disagree	Disagree	No Opinion
1. People would eat more ethnic foods in restaurants if the dishes were described better and more accurately on the menu	7.7	48.8%	16.8%	17.8%	3.6%	7.7%	5.4%
2. Most children do not like to eat in ethnic restaurants as much as do adults	6.7	35.3	16.6	21.6	3.4	14.5	8.4
3. I wish more ethnic dishes were available at family- or moderately-priced restaurants	6.7	36.0	14.3	28.5	4.6	12.5	4.1
4. I would try more ethnic dishes if they were available at restaurants	6.4	33.3	15.7	26.5	3.6	17.2	3.7
5. I like to try items I have never eaten before when I eat out	6.0	34.9	9.8	23.0	7.1	22.8	2.5
6. Menu prices in ethnic restaurants are just as expensive as the menu prices of restaurants serving other types of foods	6.0	22.8	13.5	37.4	5.1	12.8	8.3
7. I wish fast food places offered more ethnic items on their menus	5.9	27.9	11.7	32.9	4.8	19.2	3.4
8. I like hot and spicy ethnic dishes	5.8	35.1	9.9	17.1	5.1	30.2	2.6
9. I frequently choose to eat in a restaurant which serves ethnic food for celebrations or special occasions	5.4	23.9	10.5	27.6	6.7	26.9	4.2
10. Ethnic foods are difficult to prepare at home	5.3	19.7	12.3	31.9	6.0	24.9	5.2

Con't - Table 11.

Attitudinal Statement	Average Rating	Percent					
		Strongly Agree	Agree	Uncertain	Strongly Disagree	Disagree	No Opinion
11. Overall, ethnic foods are healthier than other foods	5.2	12.4	11.3	42.8	5.2	18.0	10.2
12. Ethnic restaurants offer people more value for their money compared to restaurants offering other types of foods	5.2	12.9	11.1	42.6	6.8	16.5	10.1
13. I am eating more ethnic foods at restaurants now than I did three years ago	5.0	23.0	12.0	19.4	7.2	35.3	3.1
14. Restaurants serving ethnic foods should offer a complete array of alcoholic beverages	4.4	14.6	7.7	32.2	7.4	34.8	3.5
15. Ethnic foods are frequently found on the menus of almost every type of restaurant	4.1	9.6	8.2	27.3	13.3	35.7	5.7

Notes:
1. All statements in the Attitudinal Statement column are listed in rank order by degree of respondent "agreement" with the statement.
2. The Average Rating column shows the mean level of agreement on a 10-point scale.
3. Data in the Percent columns show the proportion of respondents in each agreement category.

As shown in Statement 2, slightly over half of all respondents feel that children do not like to eat in ethnic restaurants as much as adults and regular customers are even more likely to agree with this statement. Since children tend to influence the decision-making process of adults in a household, strategies are needed to encourage children to experiment with or to become better acquainted

with ethnic foods. For instance, a restaurateur might make special children's items available on the menu or might add ethnic items more suited to children's tastes. In addition, smaller portions of the ethnic foods can be made available for children.

Statements 3 and 4 indicate a continuing positive market environment for ethnic foods at restaurants. These strong interest indicators will likely translate into increased future consumption. In essence, about half of all adults indicate that they would eat more ethnic foods in restaurants if such foods were available and a similar proportion would like to see more ethnic dishes available at moderately priced restaurants. Demographic information suggests that a majority of consumers under 55 are interested in more ethnic dishes at restaurants. Furthermore Statement 5 shows 45 percent like to try something new when eating out. These data suggest that ethnic food will be a continuing growth area for the restaurant industry. Hence, overall strategies will be growth- or expansion-based. Still it is important to remember communication efforts through advertising, menu, and wait staff will be critical in educating consumers about ethnic foods.

Statement 6 indicates that consumers are likely to agree that there is little difference in prices at ethnic restaurants versus those serving other types of food. Hence the belief that ethnic restaurants are relatively inexpensive is not widely accepted by today's consumer. Nor do a majority view ethnic restaurants as a great buy compared to other restaurants in terms of value for the dollar. This suggests that the appeal of ethnic restaurants is dependent on the same factors -- food, service, atmosphere and value -- as other types of restaurants and is not solely priced driven.

Approximately 40 percent of adults wish fast food places offered more ethnic items on their menus with those under 45 years old more

likely to favor this idea. In comparison a larger proportion of consumers agree that they would like more ethnic dishes at moderately priced restaurants, which is a more familiar ethnic food setting for consumers.

Clearly hot and spicy ethnic dishes are popular with 45 percent of consumers agreeing that they like those foods. Still, it is important to note that more men than women favor hot and spicy dishes. Furthermore, older consumers are much less interested than younger adults.

Results for seven additional attitudinal statements are given in Tables 11 and 12.

Table 12. **Demographics of Ethnic Attitudes**

People would eat more ethnic foods in restaurants if the dishes were described better and more accurately on the menu.

	Mean Value	Top 4 Boxes
Total	7.7	65.6%
Male	7.5	61.8
Female	7.8	68.1
18-24 years old	7.6	66.4
25-34	8.2	80.9
35-44	8.2	71.3
45-54	7.7	68.8
55-64	7.0	53.4
65+	6.4	41.7
Regular consumers of ethnic foods	7.8	71.3

Notes: Consumers of ethnic foods = adults who have tried at least one ethnic food at a restaurant in the past month.

Mean value - level of agreement on 10 point scale.

Top 4 boxes = responses 10, 9, 8, 7 on 10 point scale.

Con't - Table 12.

Most children do not like to eat in ethnic restaurants as much as adults do.

	Mean Value	Top 4 Boxes
Total	6.7	51.9%
Male	6.9	54.5
Female	6.6	49.8
18-24 years old	7.2	59.7
25-34	6.7	56.7
35-44	6.5	51.8
45-54	6.7	49.2
55-64	6.9	53.1
65+	6.4	39.5
Regular consumers of ethnic foods	7.0	59.1

I wish more ethnic dishes were available at family or moderately priced restaurants.

Total	6.6	50.3
Male	6.6	49.2
Female	6.7	51.1
18-24 years old	7.1	60.2
25-34	7.1	57.4
35-44	7.2	55.8
45-54	7.3	63.0
55-64	6.1	42.5
65+	4.4	17.9
Regular consumers of ethnic foods	7.0	54.7

I would try more ethnic dishes if they were available at restaurants.

Total	6.4	49.0
Male	6.6	53.2
Female	6.2	44.4
18-24 years old	7.3	64.5
25-34	7.0	58.2
35-44	6.6	53.6
45-54	6.8	52.1
55-64	5.6	35.2
65+	4.0	19.0
Regular consumers of ethnic foods	7.0	58.0

Con't - Table 12.

I would like to try items I have never eaten before when I eat out.

	Mean Value	Top 4 Boxes
Total	6.0	44.7%
Male	5.9	41.6
Female	6.2	47.0
18-24 years old	5.9	47.2
25-34	6.6	51.1
35-44	6.8	53.2
45-54	7.5	66.7
55-64	4.7	33.4
65+	3.7	10.4
Regular consumers of ethnic foods	6.4	48.5

Menu prices at ethnic restaurants are just as expensive as the menu prices of restaurants serving other types of foods.

Total	6.0	36.3
Male	6.2	39.2
Female	5.8	34.1
18-24 years old	6.2	38.8
25-34	6.1	48.1
35-44	5.8	37.3
45-54	6.4	39.9
55-64	6.4	37.8
65+	5.4	13.9
Regular consumers of ethnic foods	6.1	41.0

I wish fast food places offered more ethnic items on their menus.

Total	5.9	39.6
Male	6.0	40.0
Female	5.8	39.8
18-24 years old	7.1	50.6
25-34	6.5	49.7
35-44	6.8	50.7
45-54	5.6	31.8
55-64	4.6	30.7
65+	3.7	15.7
Regular consumers of ethnic foods	6.2	43.6

Con't - Table 12.

I like hot and spicy ethnic dishes.

	Mean Value	Top 4 Boxes
Total	5.8	45.0%
Male	6.2	50.8
Female	5.3	39.3
18-24 years old	6.9	59.9
25-34	6.0	49.1
35-44	6.8	58.7
45-54	5.9	44.6
55-64	4.0	23.2
65+	3.8	22.3
Regular consumers of ethnic foods	6.2	52.1

I frequently choose to eat in a restaurant which serves ethnic food for celebrations or special occasions.

Total	5.4	34.4
Male	5.6	35.1
Female	5.2	18.4
18-24 years old	5.7	41.4
25-34	5.6	37.2
35-44	5.9	44.2
45-54	5.8	44.5
55-64	4.7	28.9
65+	3.4	8.0
Regular consumers of ethnic foods	5.7	38.6

Ethnic foods are difficult to prepare at home.

Total	5.3	32.0
Male	5.7	33.3
Female	5.0	29.0
18-24 years old	6.2	33.9
25-34	5.7	41.6
35-44	5.0	34.7
45-54	5.5	26.8
55-64	5.2	30.0
65+	3.9	13.5
Regular consumers of ethnic foods	5.6	37.0

Con't - Table 12.

Overall ethnic foods are healthier than other foods.

	Mean Value	Top 4 Boxes
Total	5.2	23.7%
Male	5.2	26.2
Female	5.1	20.4
18-24 years old	5.8	31.4
25-34	5.3	28.8
35-44	5.3	29.1
45-54	4.7	14.8
55-64	4.5	16.3
65+	4.5	11.3
Regular consumers of ethnic foods	5.2	25.6

Ethnic restaurants offer people more value for their money compared to restaurants offering other types of foods.

Total	5.2	24.0
Male	5.1	23.0
Female	5.3	23.8
18-24 years old	5.8	39.4
25-34	5.3	29.1
35-44	5.1	26.4
45-54	5.2	24.7
55-64	5.2	20.2
65+	4.9	7.7
Regular consumers of ethnic foods	5.2	24.8

I am eating more ethnic foods at restaurants now than I did three years ago.

Total	5.0	35.0
Male	4.9	31.3
Female	5.1	38.0
18-24 years old	6.9	63.7
25-34	5.5	38.1
35-44	5.4	42.1
45-54	4.9	32.9
55-64	3.7	19.4
65+	2.7	6.4
Regular consumers of ethnic foods	5.6	41.2

Con't - Table 12.

Restaurants serving ethnic foods should offer a complete array of alcoholic beverages.		
Total	4.4	22.3%
Male	4.8	28.0
Female	3.9	15.0
18-24 years old	5.5	34.5
25-34	4.8	28.1
35-44	4.4	21.4
45-54	4.0	15.8
55-64	4.0	20.1
65+	3.0	7.2
Regular consumers of ethnic foods	4.8	26.6
Ethnic foods are frequently found on the menus of almost every type of restaurant.		
Total	4.1	17.8
Male	4.2	16.8
Female	4.0	18.1
18-24 years old	4.4	19.9
25-34	4.3	18.8
35-44	4.4	22.6
45-54	4.2	21.0
55-64	3.9	19.2
65+	2.9	4.8
Regular consumers of ethnic foods	4.0	16.1

Section 4

ETHNIC RESTAURANT CHARACTERISTICS

Data in this section provides a detailed look at consumers' perceptions of the characteristics their favorite of ethnic food restaurants. To define such perceptions, respondents were asked to rate the characteristics of their favorite ethnic restaurant on a scale from "1" to "10."

Table 13. **Characteristics of Favorite Ethnic Restaurant Rating**

Rank	Characteristics	Average Rating	Percent: Very High Rating	High Rating	Uncertain	Low Rating	Very Low Rating	No Opinion
1.	Friendly people and service	8.8	62.3%	23.8%	8.0%	1.2%	0.5%	4.3%
2.	Size of portions	8.7	58.9	23.8	11.7	0.8	0.5	4.3
3.	High quality food	8.6	58.2	24.9	10.9	0.7	0.7	4.7
4.	High standards of cleanliness	8.6	60.0	21.7	10.3	2.3	0.6	5.0
5.	Relaxed atmosphere or ambiance	8.6	55.6	25.9	13.4	0.3	0.4	4.5
6.	Value for the money	8.4	52.0	27.5	13.3	1.9	0.5	4.6
7.	Menu variety	8.4	51.5	26.2	15.3	1.9	0.2	4.9
8.	Fresh food and ingredients	8.4	56.4	22.2	13.4	1.5	1.3	5.2
9.	Speed of service	8.3	48.3	30.7	14.2	1.2	1.2	4.4
10.	Wide beverage selection	7.4	39.5	20.7	23.8	5.5	4.4	6.1
11.	Variety of desserts	5.6	14.7	19.2	31.0	11.9	15.6	7.6
12.	On-premise entertainment	3.4	7.5	3.2	18.3	10.0	40.8	20.3

Notes:
1. Characteristics in the "Ethnic Restaurant Characteristics" column are listed in rank order by degree of respondent agreement with the characteristics.
2. The "Average Rating" column shows the mean ($\bar{X}$) level of agreement on a 10-point scale where a higher average rating indicates a stronger agreement level.
3. Data in the "Percent" columns show the proportion of respondents in each rating category and the No Opinion response category.

In overall terms, results in Table 13 suggest that ethnic food consumers are highly satisfied with performance of their favorite ethnic food restaurant. This conclusion is supported by the fact

that 10 of the 12 ethnic food restaurant characteristics examined in the study were rated very highly by consumers. These highly rated ethnic food characteristics include:

- Friendly people and service
- Size of portions
- High quality food
- High standards of cleanliness
- Relaxed atmosphere and ambiance
- Value for the money
- Menu variety
- Fresh food and ingredients
- Speed of service
- Wide beverage selection

Tables 13A-C show results based on the type of ethnic restaurant that each respondent said was their favorite. Data are given for Italian, Chinese and Mexican restaurants, the only ones for which sample size is sufficient to allow this type of analysis.

Overall these tables show a high degree of customer satisfaction with their favorite ethnic restaurant. It is interesting to note that some of the rankings differ. For instance menu variety ranked number one for consumers eating in their favorite Chinese restaurant whereas it ranked ninth among those eating in their favorite Italian restaurants. Clearly these rankings suggest the importance of various attributes differs from one type of ethnic restaurant to another. Italian restaurants might want to emphasize size of portions and freshness of ingredients, whereas a Chinese restaurant might emphasize portion size as well as menu variety.

Table 13A. **Characteristics of Favorite Italian Restaurant Rating**

Rank	Characteristics	Average Rating	Top 4 Boxes
1	Size of portions	8.8	89.2%
2	Friendly people and service	8.7	89.6
3	Fresh food and ingredients	8.7	87.0
4	High quality food	8.7	85.8
5	High standard of cleanliness	8.6	84.5
6	Value for the money	8.5	83.2
7	Relaxed atmosphere or ambience	8.5	83.0
8	Speed of service	8.2	84.6
9	Menu variety	8.1	74.9
10	Wide beverage selection	7.6	67.6
11	Variety of desserts	5.9	42.0
12	On-premise entertainment	3.2	10.9

Notes: Characteristics are listed in rank order by degree of agreement.

Average rating shows mean level of agreement on 10 point scale.

Top 4 boxes = percent of respondents replying 7, 8, 9, 10 on 10 point scale.

Table 13B. **Characteristics of Favorite Chinese Restaurant Rating**

Rank	Characteristics	Average Rating	Top 4 Boxes
1	Menu variety	9.0	89.4%
2	Size of portions	8.9	87.1
3	Friendly people and service	8.9	87.1
4	Value for the money	8.7	85.6
5	High quality food	8.7	85.2
6	Relaxed atmosphere or ambience	8.7	83.6
7	High standard of cleanliness	8.6	82.9
8	Speed of service	8.4	78.6
9	Fresh food and ingredients	8.1	71.7
10	Wide beverage selection	7.0	49.6
11	Variety of desserts	5.0	24.4
12	On-premise entertainment	2.6	6.1

Notes: Characteristics are listed in rank order by degree of agreement.

Average rating shows mean level of agreement on 10 point scale.

Top 4 boxes = percent of respondents replying 7, 8, 9, 10 on 10 point scale.

Table 13C. **Characteristics of Favorite Mexican Restaurant Rating**

Rank	Characteristics	Average Rating	Top 4 Boxes
1	Friendly people and service	8.9	90.8%
2	High standard of cleanliness	8.7	85.0
3	High quality food	8.6	87.1
4	Speed of service	8.6	86.8
5	Size of portions	8.6	83.4
6	Fresh food and ingredients	8.4	82.6
7	Value for the money	8.4	81.2
8	Relaxed atmosphere or ambience	8.3	86.0
9	Menu variety	8.3	79.9
10	Wide beverage selection	7.7	67.3
11	Variety of desserts	5.5	31.4
12	On-premise entertainment	4.4	18.0

Notes: Characteristics are listed in rank order by degree of agreement.

Average rating shows mean level of agreement on 10 point scale.

Top 4 boxes = percent of respondents replying 7, 8, 9, 10 on 10 point scale.

APPENDIX A

SURVEY QUESTIONNAIRE

The questionnaire used to collect all data for this telephone survey on ethnic food consumption and attitude is presented in this Appendix.

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS

PNRAEF 964900

SAMPLE CLUSTER IDENTIFICATION DATA

Telephone Number: _____

INTRODUCTION AND SCREENER

Hello, I am (NAME OF INTERVIEWER) calling from Westat, Inc. in Frederick, Maryland. We are conducting a survey about the types of restaurant food eaten by men and women who are 18 years of age or older.

A. First, is this _____ _____? (RECORD NUMBER WHILE VERIFYING)
(AREA CODE) (TELEPHONE NUMBER)

Yes 1
No 2

Thank you very much, but I seem to have dialed a wrong number. (HANG UP, REDIAL IF NECESSARY OR CODE NW)

B. Is this a residential telephone?

Yes 1
No 2

(PROBE AND VERIFY) Thank you very much, but we are only interviewing private residences. (HANG UP, CODE NR)

C. Do you have any other residential telephone numbers in addition to (NUMBER) in your home?

Yes 1
No 2

Now, I need to **select** one person in your household to interview about his or her opinions about foods offered by different types of restaurants. To **select** this respondent, could you please tell me the age and sex of all persons in your household who are 18 years of age or older . . . be sure to include yourself.

AGE.....										
SEX.....	M F	M F	M F	M F	M F	M F	M F	M F	M F	M F

LIST ALL POTENTIAL RESPONDENTS BY GENDER AND AGE. USE SAMPLE SELECTION PROCESS TO IDENTIFY RESPONDENT. CIRCLE RESPONDENT'S GENDER AND AGE CATEGORIES.

D. I'd like to speak with the (female/male) that is _____ years old. Is that person available now so that I can interview (him/her) for this study?

Yes, initial respondent is to be surveyed.....	1	(GO TO Q.1)
Yes, new respondent is available.....	2	(GO TO Q.1)
No, new respondent is unavailable.....	3	

When would be a convenient time for me to call back the person I need to interview? Could you give me his or her name and a time when you feel (he/she) would be available?

Name: _____ Call Back Day: _____ Time: _____ am / pm

CALL BACK INTRODUCTION

Hello, I am (**NAME OF INTERVIEWER**) calling from Westat, Inc. in Frederick, Maryland. May I speak with (**NAME OF RESPONDENT**)?

Yes, respondent is available to be surveyed	1	(GO TO Q.1)
No, new respondent is available	2	

When would be a convenient time for me to call back (**NAME OF RESPONDENT**) for this interview?

Call Back Day: _____ Time: _____ am / pm

USE CALL BACK INTRODUCTION FOR FOUR ATTEMPTS.

1. Now, this survey obtains information about the types of foods people eat in restaurants or purchase from restaurants and fast food places for take-out or delivery.

A. For instance, have you ever eaten any of the following foods in a restaurant or purchased these foods from restaurants or fast food places for take-out?

B. In the past month, have you eaten any of the following foods on the premises of a restaurant or fast food place? In giving your answer, remember I am excluding food you took out or had delivered from a restaurant. (RECORD IN GRID)

C. **IF YES:** About how many times in the past month would you say that you ate (**NAME**) food in a restaurant or on the premises of a fast food place? (RECORD IN GRID)

D. During the past month, have you purchased any of these same foods at a restaurant or fast food place -- but consumed the food in a place other than the restaurant where it was purchased? In giving your answer, I am referring only to foods you took out or had delivered from a restaurant. (RECORD IN GRID)

E. **IF YES:** About how many times in the past month did you carry-out (**NAME**) food from a restaurant or fast food place? (RECORD IN GRID)

F. During the past month, did you or somebody in your household prepare any of the ethnic foods we have been discussing at home for consumption by you or other household members? (RECORD IN GRID)

G. **IF 2 OR MORE FOODS CONSUMED:** Of all the foods we have just been talking about, which type do you personally enjoy the most? (RECORD IN GRID)

ANSWER GRID: Q.1

ROTATE START	Ethnic Food Types	A DK	A No	A Yes	B DK	B No	B Yes	C Number	D DK	D No	D Yes	E Number	F DK	F No	F Yes	G Fav	G DK
☐	Italian (other than pizza)	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Chinese	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Japanese	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Korean	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Thai	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Vietnamese	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Mexican	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	German	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Greek	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Spanish	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Eastern European	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Scandinavian	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Indian	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Latin American	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Middle Eastern	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	African	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Caribbean	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	Russian	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9
☐	French	9	2	1	9	2	1 ->	_____	9	2	1 ->	_____	9	2	1	1	9

H. As I reviewed this listing of foods with you, did I miss any so-called ethnic foods which you particularly enjoy?

Yes 1
No 2 (Q.2)

H.1 What is the name of this food? _____

H.2 Do you most frequently eat (NAME) in a restaurant, carry it out from a restaurant, or prepare it at home?

Restaurant 1
Carry-out 2
Prepare at home 3
Don't know 9

2. If such a restaurant or fast food place were situated in a reasonably convenient location for your use, would you be likely to eat any of the following ethnic foods in the future? We'll do this using a 10-point scale where 10 means you **Definitely Will** eat the food, 5 means you **May or May Not** eat the food, and 1 means you **Definitely Will Not** eat it. Of course, you can use any number between 1 and 10. How likely are you to eat (**NAME**) food? (RECORD ON GRID)

ANSWER GRID: Q.2

ROTATE START	Ethnic Food Types	Definitely Will									Definitely Will Not	DK
☐	Italian (other than pizza).....	10	9	8	7	6	5	4	3	2	1	99
☐	Chinese	10	9	8	7	6	5	4	3	2	1	99
☐	Japanese.....	10	9	8	7	6	5	4	3	2	1	99
☐	Korean.....	10	9	8	7	6	5	4	3	2	1	99
☐	Thai	10	9	8	7	6	5	4	3	2	1	99
☐	Vietnamese	10	9	8	7	6	5	4	3	2	1	99
☐	Mexican.....	10	9	8	7	6	5	4	3	2	1	99
☐	German	10	9	8	7	6	5	4	3	2	1	99
☐	Greek.....	10	9	8	7	6	5	4	3	2	1	99
☐	Spanish	10	9	8	7	6	5	4	3	2	1	99
☐	Eastern European.....	10	9	8	7	6	5	4	3	2	1	99
☐	Scandinavian	10	9	8	7	6	5	4	3	2	1	99
☐	Indian	10	9	8	7	6	5	4	3	2	1	99
☐	Latin American.....	10	9	8	7	6	5	4	3	2	1	99
☐	Middle Eastern.....	10	9	8	7	6	5	4	3	2	1	99
☐	African	10	9	8	7	6	5	4	3	2	1	99
☐	Caribbean	10	9	8	7	6	5	4	3	2	1	99
☐	Russian	10	9	8	7	6	5	4	3	2	1	99
☐	French	10	9	8	7	6	5	4	3	2	1	99

3. Now I'm going to read you some statements and I'd like you to tell me how much you agree or disagree with each. Again, we'll use a 10-point scale where 10 means you **Agree Completely**, 5 means you **Neither Agree or Disagree** and 1 means you **Disagree Completely**. There are no right or wrong answers and you can use any number between 1 and 10. The first statement is (READ STATEMENT). What number between 1 and 10 indicates how strongly you agree or disagree? The next statement is (READ STATEMENT). (REPEAT FOR ALL STATEMENTS.)

ROTATE
START

- ☐ 3.1 I am eating more ethnic foods at restaurants now than I did three years ago.
- ☐ 3.2 I like hot and spicy ethnic dishes.
- ☐ 3.3 I would try more ethnic dishes if they were available at restaurants.
- ☐ 3.4 I like to try items I have never eaten before when I eat out.
- ☐ 3.5 I wish fast food places offered more ethnic items on their menus.
- ☐ 3.6 Ethnic foods are difficult to prepare at home.
- ☐ 3.7 I wish more ethnic dishes were available at family- or moderately-priced restaurants.
- ☐ 3.8 Overall, ethnic foods are healthier than other foods.
- ☐ 3.9 Ethnic restaurants offer people more value for their money compared to restaurants offering other types of foods.
- ☐ 3.10 Menu prices in ethnic restaurants are just as expensive as the menu prices of restaurants serving other types of foods.
- ☐ 3.11 Most children do not like to eat in ethnic restaurants as much as do adults.
- ☐ 3.12 People would eat more ethnic foods in restaurants if the dishes were described better and more accurately on the menu.
- ☐ 3.13 I frequently choose to eat in a restaurant which serves ethnic food for celebrations or special occasions.
- ☐ 3.14 Restaurants serving ethnic foods should offer a complete array of alcoholic beverages.
- ☐ 3.15 Ethnic foods are frequently found on the menus of almost every type of restaurant.
- ☐ 3.16 I wish more ethnic dishes were available in fast food places.

ANSWER GRID: Q.3

Statement	Agree Completely									Disagree Completely	DK
3.1	10	9	8	7	6	5	4	3	2	1	99
3.2	10	9	8	7	6	5	4	3	2	1	99
3.3	10	9	8	7	6	5	4	3	2	1	99
3.4	10	9	8	7	6	5	4	3	2	1	99
3.5	10	9	8	7	6	5	4	3	2	1	99
3.6	10	9	8	7	6	5	4	3	2	1	99
3.7	10	9	8	7	6	5	4	3	2	1	99
3.8	10	9	8	7	6	5	4	3	2	1	99
3.9	10	9	8	7	6	5	4	3	2	1	99
3.10	10	9	8	7	6	5	4	3	2	1	99
3.11	10	9	8	7	6	5	4	3	2	1	99
3.12	10	9	8	7	6	5	4	3	2	1	99
3.13	10	9	8	7	6	5	4	3	2	1	99
3.14	10	9	8	7	6	5	4	3	2	1	99
3.15	10	9	8	7	6	5	4	3	2	1	99
3.16	10	9	8	7	6	5	4	3	2	1	99

4. In a preceding question you indicated that (FOOD FROM Q.1-G) was your favorite ethnic food. Now, I would like you to rate the characteristics of your favorite restaurant which serves this food. On a scale from "1" to "10," use a "10" or other high number if your favorite ethnic restaurant rates highly on a given characteristic; and use a "1" or other low number if the restaurant does not rate highly on the list of characteristics I will read. Now, on a scale from "10" to "1" how highly does your favorite ethnic restaurant rate in terms of . . . (READ ITEM)?

ROTATE
START

- ☐ 4.1 Value for the money
- ☐ 4.2 High quality food
- ☐ 4.3 Menu variety
- ☐ 4.4 Friendly people and service
- ☐ 4.5 High standards of cleanliness
- ☐ 4.6 Relaxed atmosphere or ambiance
- ☐ 4.7 Wide beverage selection
- ☐ 4.8 Variety of desserts
- ☐ 4.9 On-premise entertainment
- ☐ 4.10 Fresh food and ingredients
- ☐ 4.11 Speed of service
- ☐ 4.12 Size of portions

WRITE IN FOOD NAME: _____

ANSWER GRID: Q.4

Statement	Rate Highly									Not Rate Highly	DK
4.1	10	9	8	7	6	5	4	3	2	1	99
4.2	10	9	8	7	6	5	4	3	2	1	99
4.3	10	9	8	7	6	5	4	3	2	1	99
4.4	10	9	8	7	6	5	4	3	2	1	99
4.5	10	9	8	7	6	5	4	3	2	1	99
4.6	10	9	8	7	6	5	4	3	2	1	99
4.7	10	9	8	7	6	5	4	3	2	1	99
4.8	10	9	8	7	6	5	4	3	2	1	99
4.9	10	9	8	7	6	5	4	3	2	1	99
4.10	10	9	8	7	6	5	4	3	2	1	99
4.11	10	9	8	7	6	5	4	3	2	1	99
4.12	10	9	8	7	6	5	4	3	2	1	99

5. How often do you usually eat at a restaurant or other eating place or purchase food for take out or delivery? (READ CHOICES)

- Almost every day 1
- 2-3 times per week 2
- Once a week 3
- 2-3 times per month 4
- Once a month 6
- Less often 7
- DK 9

6. Including yourself, how many people are currently living in your household at the present time?

Number: _____
Refused 99

7. Is the female head of your household employed outside the home, or not?

Yes	1
No	2
No, no female head of household	3
DK	9

8. What is the highest academic degree you currently hold?

Non-high school	1
High school	2
2-Year college degree	3
4-Year college or university degree	4
Master's Degree	5
Doctoral	6
DK	9

9. Is your total yearly household income under $15,000, between $15,000 and $25,000, or over $25,000?

IF UNDER $15,000: Is it under or over $10,000?

IF BETWEEN $15,000 AND $25,000: Is it under or over $20,000?

IF OVER $25,000: Is it between $25,000 and $30,000, between $30,000 and $35,000, between $35,000 and $50,000, or over $50,000?

Under $10,000	1
$10,000 - $14,999	2
$15,000 - $19,999	3
$20,000 - $24,999	4
$25,000 - $29,999	5
$30,000 - $34,999	6
$35,000 - $49,999	7
$50,000 and over	8
Refused	9

10. Which of the following groups best describes your racial background?

White	1
Black	2
Hispanic	3
Asian	4
Some other ethnic heritage	5

_____

Refused	9

THANK YOU VERY MUCH FOR ANSWERING THESE QUESTIONS.

APPENDIX B

DEMOGRAPHIC CHARACTERISTICS

OF RESPONDENTS

Data in this Appendix present a comprehensive description of all respondents chosen through the implementation of Westat's random digit dialing household selection methodology; and a subsequent random selection methodology to determine which specific household member (18 years of age or older) should be interviewed for the study.

Table B-1. Household Size

Measure	Mean ($\bar{X}$)
Current Household Size	3.1

Table B-2. Female Head of Household Employment Status

Measure	Yes
Female Household Head Employed Outside the Home	46.4%

Table B-3. Respondent Educational Achievement Level

Measure	Proportion
High School Graduate or Less	64.4%
2- or 4-Year College Degree	25.9
Post Graduate Degree	8.9
Not Stated	0.8

Table B-4. Yearly Household Income

Measure	Proportion
Under $15,000	23.1%
$15,000 - $24,999	19.6
$25,000 - $34,999	18.3
$35,000 - $49,999	15.4
$50,000 and Over	16.7
Not Stated	6.9

Table B-5. Respondent Racial Background

Measure	Proportion
White	78.4%
Black	10.4
Hispanic	7.1
Other	2.6
Not Stated	1.5

Table B-6. Location in Metropolitan Statistical Areas

Measure	Proportion
Outside MSA	27.0%
Greater Than 1M	36.7
Greater Than 250K But Less Than 1M	25.8
Less than 250K	10.5

Table B-7. Respondent Gender

Measure	Proportion
Male	45.3%
Female	50.0
Not Stated	4.7

Table B-8. Respondent Age Categories

Measure	Proportion
18 - 24 years	14.5%
25 - 34 years	20.4
35 - 44 years	21.1
45 - 54 years	13.7
55 - 64 years	10.2
65 years and Older	15.8
Not Stated	4.3

Table B-9 "Other" Ethnic Food Consumption

Measure	Proportion
Respondent's Favorite Ethnic Food Given in the 19 Categories Listed on the Questionnaire	13.6%
Place of Consumption For Such Foods	
In a Restaurant	15.2
Carry-Out From a Restaurant	3.8
Prepare Food At Home	75.2
Not Given	5.8

Notes:

1. As shown in this table, a very small proportion of respondents (13.6%) felt that the 19 ethnic foods specifically mentioned in this survey did not include foods they particularly enjoy.

2. Given the specialized nature of many of the foods mentioned in response to this question, it was not surprising that in-home food preparation dominated the respondent's place of consumption.

Table B-10. Frequency of Eating On- or Off-Premise

Almost everyday	12.0%
2 -3 times per week	32.5
Once a month	19.5
2 -3 times per month	16.5
Once a month	9.0
Less often	10.6

APPENDIX C

DETAILED TABLES

Note: Additional demographic data may be available for some inquiries. Information may be obtained from Hudson Riehle, Research Manager, National Restaurant Association, 1200 Seventeenth Street, N.W., Washington, DC 20036. 202/331-5900.

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

	DEMOGRAPHICS														
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA		
														INSIDE	
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
TOTAL RESPONDENTS	176544 100.0	79887 100.0	88332 100.0	20992 100.0	54893 100.0	31694 100.0	68467 100.0	81987 100.0	78839 100.0	113786 100.0	45781 100.0	15836 100.0	47611 100.0	64815 100.0	45570 100.0	18548 100.0
ITALIAN (OTHER THAN PIZZA)																
YES	134763 76.3	59034 73.9	68644 77.7	14538 69.3	44254 80.6	25222 79.6	50250 73.4	64006 78.1	59644 75.7	82548 72.5	39935 87.2	11192 70.7	31107 65.3	55123 85.0	34716 76.2	13818 74.5
NO	41439 23.5	20596 25.8	19603 22.2	6367 30.3	10382 18.9	6472 20.4	18217 26.6	17724 21.6	19110 24.2	30896 27.2	5845 12.8	4644 29.3	16418 34.5	9693 15.0	10854 23.8	4474 24.1
DON'T KNOW OR NOT STATED	342 .2	257 .3	86 .1	86 .4	257 .5	0	0	257 .3	86 .1	342 .3	0	0	86 .2	0	0	257 1.4
CHINESE																
YES	137893 78.1	63152 79.1	67725 76.7	15751 75.0	43576 79.4	25797 81.4	52270 76.3	69218 84.4	56485 71.6	81476 71.6	40320 88.1	15008 94.8	32422 68.1	55427 85.5	33590 73.3	16654 89.8
NO	38652 21.9	16734 20.9	20607 23.3	5241 25.0	11317 20.6	5897 18.6	16197 23.7	12769 15.6	22354 28.4	32310 28.4	5460 11.9	828 5.2	15188 31.9	9388 14.5	12181 26.7	1894 10.2
JAPANESE																
YES	62604 35.5	31552 39.5	28013 31.7	6688 31.9	22019 40.1	11520 36.3	22251 32.5	32158 39.2	25992 33.0	30826 27.1	22423 49.0	9108 57.5	10802 22.7	28162 43.4	15402 33.8	8237 44.4
NO	112838 63.9	47386 59.3	60164 68.1	14149 67.4	31926 58.2	20174 63.7	46216 67.5	49829 60.8	52255 66.3	81975 72.0	23240 50.8	6728 42.5	36655 77.0	35706 55.1	30168 66.2	10311 55.6
DON'T KNOW OR NOT STATED	1103 .6	948 1.2	155 .2	155 .7	948 1.7	0	0	0	592 .8	985 .9	118 .3	0	155 .3	948 1.5	0	0
KOREAN																

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
YES	22503 12.7	11444 14.3	9888 11.2	2667 12.7	7295 13.3	5420 17.1	6821 10.0	11782 14.4	8292 10.5	8188 7.2	9510 20.8	4746 30.0	5824 8.0	10732 16.6	5631 12.4	2316 12.5
NO	153450 86.9	68325 85.5	77970 88.3	18324 87.3	47170 85.9	26274 82.9	61482 89.8	70204 85.6	69956 88.7	105124 92.4	36153 79.0	11089 70.0	43477 91.3	53965 83.3	39775 87.3	16232 87.5
DON'T KNOW OR NOT STATED	592 .3	118 .1	474 .5	0	428 .8	0	166 .2	0	592 .8	474 .4	118 .3	0	310 .7	118 .2	164 .4	0
THAI																
YES	21784 12.3	9911 12.4	9599 10.9	3647 17.4	8061 14.7	2094 6.6	7555 11.0	7829 9.5	11336 14.4	11032 9.7	7392 16.1	3360 21.2	5727 12.0	10272 15.8	4392 9.6	1392 7.5
NO	152973 86.6	69467 87.0	77576 87.8	17085 81.4	45976 83.8	29600 93.4	60239 88.0	73783 90.0	66149 83.9	101353 89.1	38389 83.9	12147 76.7	41369 86.9	54422 84.0	40072 87.9	17110 92.2
DON'T KNOW OR NOT STATED	1788 1.0	509 .6	1157 1.3	260 1.2	855 1.6	0	673 1.0	374 .5	1355 1.7	1401 1.2	0	328 2.1	514 1.1	122 .2	1107 2.4	45 .2
VIETNAMESE																
YES	20579 11.7	8488 10.6	10005 11.3	2523 12.0	8848 16.1	2979 9.4	6230 9.1	9968 12.2	8948 11.3	9481 8.3	6545 14.3	4553 28.8	4772 10.0	9425 14.5	4632 10.2	1750 9.4
NO	155118 87.9	70889 88.7	77989 88.3	18469 88.0	45904 83.6	28518 90.0	61728 90.2	71681 87.4	69382 88.0	103655 91.1	39038 85.3	11283 71.2	42839 90.0	55390 85.5	40091 88.0	16798 90.6
DON'T KNOW OR NOT STATED	848 .5	509 .6	338 .4	0	141 .3	197 .6	509 .7	338 .4	509 .6	650 .6	197 .4	0	0	0	848 1.9	0
MEXICAN																
YES	130696 74.0	60226 75.4	62977 71.3	15360 73.2	39258 71.5	27835 87.8	47817 69.8	64622 78.8	53122 67.4	75340 66.2	39911 87.2	14355 90.6	30756 64.6	51222 79.0	32931 72.3	15786 85.1

NUMBER IN THOUSANDS (000s)
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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
NO	45849 26.0	19661 24.6	25356 28.7	5632 26.8	15635 28.5	3859 12.2	20649 30.2	17365 21.2	25718 32.6	38446 33.8	5869 12.8	1481 9.4	16855 35.4	13593 21.0	12639 27.7	2762 14.9
GERMAN																
YES	66977 37.9	33863 42.4	28948 32.8	8279 39.4	21726 39.6	12265 38.7	24582 35.9	29755 36.3	31921 40.5	32742 28.8	22766 49.7	10568 66.7	15159 31.8	29216 45.1	16012 35.1	6590 35.5
NO	108810 61.6	46024 57.6	58822 66.6	12553 59.8	32661 59.5	19429 61.3	43794 64.0	52231 63.7	46356 58.8	80643 70.9	22658 49.5	5268 33.3	31981 67.2	35599 54.9	29271 64.2	11958 64.5
DON'T KNOW OR NOT STATED	758 .4	0	562 .6	160 .8	506 .9	0	91 .1	0	562 .7	401 .4	356 .8	0	471 1.0	0	287 .6	0
GREEK																
YES	62100 35.2	28549 35.7	31062 35.2	7097 33.8	21918 39.9	11056 34.9	21604 31.6	33094 40.4	24611 31.2	28307 24.9	23440 51.2	9452 59.7	12137 25.5	28418 43.8	14934 32.8	6610 35.6
NO	114445 64.8	51337 64.3	57270 64.8	13895 66.2	32975 60.1	20638 65.1	46863 68.4	48893 59.6	54229 68.8	85479 75.1	22340 48.8	6384 40.3	35473 74.5	36397 56.2	30636 67.2	11938 64.4
SPANISH																
YES	68371 38.7	31902 39.9	34338 38.9	7627 36.3	20350 37.1	15303 48.3	24965 36.5	33485 40.8	29949 38.0	37703 33.1	22133 48.3	7635 48.2	13985 29.4	31462 48.5	16192 35.5	6733 36.3
NO	107358 60.8	47284 59.2	53880 61.0	13250 63.1	34169 62.2	16791 [illegible]7	43174 63.1	48174 58.8	48402 61.4	75641 66.5	23274 50.8	8201 51.8	33511 70.4	33236 51.3	29123 63.9	11488 61.9
DON'T KNOW OR NOT STATED	815 .5	701 .9	115 .1	115 .5	373 .7	0	327 .5	327 .4	488 .6	442 .4	373 .8	0	115 .2	118 .2	256 .6	327 1.8
EASTERN EUROPEAN																

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
YES	26030 14.7	14083 17.6	10680 12.1	3599 17.1	10371 18.9	3545 11.2	8389 12.3	11894 14.5	11902 15.1	9530 8.4	12057 26.3	4255 26.9	5740 12.1	12598 19.4	5615 12.3	2078 11.2
NO	145371 82.3	63539 79.5	75608 85.6	17058 81.3	41779 76.1	27200 85.8	58960 86.1	67190 82.0	65280 82.8	102378 90.0	32487 71.0	9552 60.3	40048 84.1	51235 79.0	38923 85.4	15165 81.8
DON'T KNOW OR NOT STATED	5144 2.9	2265 2.8	2045 2.3	334 1.6	2742 5.0	949 3.0	1118 1.6	2903 3.5	1657 2.1	1878 1.7	1236 2.7	2029 12.8	1823 3.8	983 1.5	1033 2.3	1306 7.0
SCANDINAVIAN																
YES	20414 11.6	9224 11.5	9974 11.3	2155 10.3	8428 15.4	3533 11.1	6173 9.0	9764 11.9	9229 11.7	8727 7.7	7225 15.8	4463 28.2	7277 15.3	6936 10.7	3767 8.3	2434 13.1
NO	154801 87.7	70225 87.9	77854 88.1	18761 89.4	45767 83.4	28161 88.9	61739 90.2	72105 87.9	68787 87.3	104631 92.0	37731 82.4	11297 71.3	40023 84.1	57416 88.6	41685 91.5	15678 84.5
DON'T KNOW OR NOT STATED	1329 .8	437 .5	504 .6	76 .4	698 1.3	0	555 .8	118 .1	823 1.0	428 .4	825 1.8	76 .5	310 .7	464 .7	118 .3	437 2.4
INDIAN																
YES	31085 17.6	14707 18.4	14056 15.9	3528 16.8	9943 18.1	5287 16.7	11902 17.4	16564 20.2	11544 14.6	14558 12.8	11543 25.2	4985 31.5	8238 17.3	12132 18.7	7714 16.9	3002 16.2
NO	145005 82.1	65180 81.6	73822 83.6	17463 83.2	44496 81.1	26407 83.3	56565 82.6	65279 79.6	66985 85.0	98774 86.8	34237 74.8	10851 68.5	39063 82.0	52684 81.3	37713 82.8	15546 83.8
DON'T KNOW OR NOT STATED	454 .3	0	454 .5	0	454 .8	0	0	144 .2	310 .4	454 .4	0	0	310 .7	0	144 .3	0
LATIN AMERICAN																
YES	44948 25.5	26484 33.2	16574 18.8	4302 20.5	15498 28.2	11948 37.7	12774 18.7	22443 27.4	17905 22.7	19434 17.1	16730 36.5	8784 55.5	10398 21.8	22036 34.0	8534 18.7	3980 21.5

NUMBER IN THOUSANDS (000s)
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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
													INSIDE			
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
NO	129410 73.3	52278 65.4	70697 80.0	16489 78.5	38777 70.6	19503 61.5	54568 79.7	58304 71.1	59986 76.1	93058 81.8	28203 61.6	7007 44.2	36748 77.2	42536 65.6	36040 79.1	14086 75.9
DON'T KNOW OR NOT STATED	2187 1.2	1125 1.4	1062 1.2	201 1.0	618 1.1	243 .8	1125 1.6	1239 1.5	948 1.2	1294 1.1	848 1.9	45 .3	465 1.0	243 .4	996 2.2	482 2.6
MIDDLE EASTERN																
YES	25655 14.5	14658 18.3	9666 10.9	4055 19.3	7720 14.1	3415 10.8	10040 14.7	13489 16.5	9503 12.1	11513 10.1	8028 17.5	6114 38.6	6373 13.4	11489 17.7	5440 11.9	2353 12.7
NO	147489 83.5	63077 79.0	77418 87.6	16464 78.4	45086 82.1	28082 88.6	57784 84.4	67367 82.2	67066 85.1	100967 88.7	36498 79.7	8883 56.1	40450 85.0	52690 81.3	39289 86.2	15060 81.2
DON'T KNOW OR NOT STATED	3400 1.9	2152 2.7	1249 1.4	473 2.3	2087 3.8	197 .6	643 .9	1130 1.4	2270 2.9	1306 1.1	1255 2.7	839 5.3	788 1.7	637 1.0	841 1.8	1135 6.1
AFRICAN																
YES	9154 5.2	3437 4.3	5047 5.7	2390 11.4	1631 3.0	1037 3.3	4095 6.0	3975 4.8	3778 4.8	2863 2.5	4397 9.6	1893 12.0	1475 3.1	4852 7.5	2780 6.1	47 .3
NO	164707 93.3	74829 93.7	82222 93.1	18124 86.3	52613 95.8	30268 95.5	63203 92.3	77062 94.0	73427 93.1	109204 96.0	40948 89.4	13600 85.9	44528 93.5	59269 91.4	42409 93.1	18501 99.7
DON'T KNOW OR NOT STATED	2684 1.5	1620 2.0	1064 1.2	478 2.3	649 1.2	389 1.2	1168 1.7	950 1.2	1635 2.1	1718 1.5	435 .9	343 2.2	1608 3.4	694 1.1	382 .8	0
CARIBBEAN																
YES	30677 17.4	16853 21.1	11518 13.0	4142 19.7	8236 15.0	5736 18.1	12436 18.2	17009 20.7	10716 13.6	10088 8.9	14033 30.7	6125 38.7	3456 7.3	16153 24.9	7282 16.0	3787 20.4
NO	144046 81.6	61890 77.5	76136 86.2	16475 78.5	46297 84.3	25958 81.9	54942 80.2	64978 79.3	66520 84.4	102620 90.2	31620 69.1	9093 57.4	42716 89.7	48570 74.9	37998 83.4	14762 79.6

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1.1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
DON'T KNOW OR NOT STATED	1822 1.0	1144 1.4	678 .8	375 1.8	359 .7	0	1088 1.6	0	1602 2.0	1078 .9	127 .3	618 3.9	1439 3.0	93 .1	291 .6	0
RUSSIAN																
YES	19491 11.0	11597 14.5	7229 8.2	1904 9.1	9093 16.6	3048 9.6	5320 7.8	8612 10.5	9084 11.5	7564 6.6	9010 19.7	2917 18.4	3243 6.8	9348 14.4	3740 8.2	3160 17.0
NO	156662 88.6	68172 85.3	80629 91.3	19087 90.9	45372 82.7	28646 90.4	62983 92.0	73375 89.5	69163 87.7	105748 92.9	36653 80.1	12919 81.6	44057 92.5	55350 85.4	41667 91.4	15388 83.0
DON'T KNOW OR NOT STATED	592 .3	118 .1	474 .5	0	428 .8	0	164 .2	0	592 .8	474 .4	118 .3	0	310 .7	118 .2	164 .4	0
FRENCH																
YES	79691 45.1	39532 49.5	35073 39.7	8056 38.4	26865 48.9	15216 48.0	29129 42.5	41201 50.3	31549 40.0	41334 36.3	27410 59.9	10516 66.4	19792 41.6	33281 51.3	18532 40.7	8087 43.6
NO	96049 54.4	39945 50.0	52864 59.8	12769 60.8	27717 50.5	16478 52.0	39011 57.0	40458 49.3	46894 59.5	71647 63.0	18370 40.1	5320 33.6	27423 57.6	31453 48.5	27038 59.3	10134 54.6
DON'T KNOW OR NOT STATED	805 .5	409 .5	396 .4	167 .8	310 .6	0	327 .5	327 .4	396 .5	805 .7	0	0	396 .8	82 .1	0	327 1.8
SIGMA	3354344 1900.0	1517845 1900.0	1678316 1900.0	398841 1900.0	1042964 1900.0	602185 1900.0	1300870 1900.0	1557747 1900.0	1497946 1900.0	2161932 1900.0	869830 1900.0	300879 1900.0	904605 1900.0	1231492 1900.0	865833 1900.0	352415 1900.0

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
TOTAL RESPONDENTS	176544 100.0	40822 100.0	34589 100.0	32343 100.0	27167 100.0	29528 100.0	138364 100.0	18334 100.0	12552 100.0	7009 100.0	25524 100.0	35976 100.0	37222 100.0	24200 100.0	18094 100.0	27962 100.0
ITALIAN (OTHER THAN PIZZA)																
YES	134763 76.3	25160 61.6	27334 79.0	25892 80.1	23044 84.8	25270 85.6	109742 79.3	8175 44.6	10170 81.0	6391 91.2	21400 83.8	30185 83.9	27831 74.8	19775 81.7	13024 72.0	16140 57.7
NO	41439 23.5	15576 38.2	6998 20.2	6451 19.9	4123 15.2	4258 14.4	28280 20.4	10159 55.4	2382 19.0	618 8.8	4124 16.2	5791 16.1	9391 25.2	4424 18.3	4814 26.6	11737 42.0
DON'T KNOW OR NOT STATED	342 .2	86 .2	257 .7	0	0	0	342 .2	0	0	0	0	0	0	0	257 1.4	86 .3
CHINESE																
YES	137893 78.1	25998 63.7	24357 70.4	28308 87.5	23452 86.3	26637 90.2	108272 78.3	13195 72.0	10055 80.1	6085 86.8	22024 86.3	31537 87.7	28050 75.4	20573 85.0	12867 71.1	16502 59.0
NO	38652 21.9	14823 36.3	10231 29.6	4035 12.5	3715 13.7	2890 9.8	30092 21.7	5139 28.0	2497 19.9	924 13.2	3500 13.7	4439 12.3	9172 24.6	3627 15.0	5227 28.9	11460 41.0
JAPANESE																
YES	62604 35.5	6181 15.1	9389 27.1	13354 41.3	13810 50.8	16501 55.9	48467 35.0	4576 25.0	4047 32.2	5514 78.7	7197 28.2	16339 45.4	15129 40.6	9740 40.2	4012 22.2	8000 28.6
NO	112838 63.9	33811 82.8	25199 72.9	18989 58.7	13084 48.2	13027 44.1	89113 64.4	13439 73.3	8505 67.8	1495 21.3	18327 71.8	19126 53.2	22093 59.4	14460 59.8	13645 75.4	19807 70.8
DON'T KNOW OR NOT STATED	1103 .6	830 2.0	0	0	273 1.0	0	784 .6	319 1.7	0	0	0	511 1.4	0	0	437 2.4	155 .6
KOREAN																
YES	22503 12.7	2891 7.1	2298 6.6	5529 17.1	5655 20.8	5405 18.3	16639 12.0	2595 14.2	645 5.1	2624 37.4	3244 12.7	6217 17.3	5167 13.9	3266 13.5	1749 9.7	1689 6.0

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
NO	153450 86.9	37931 92.9	32291 93.4	26815 82.9	21231 78.1	24123 81.7	121134 87.5	15739 85.8	11907 94.9	4385 62.6	22280 87.3	29759 82.7	32055 86.1	20771 85.8	16227 89.7	25962 92.8
DON'T KNOW OR NOT STATED	592 .3	0	0	0	281 1.0	0	592 .4	0	0	0	0	0	0	164 .7	118 .7	310 1.1
THAI																
YES	21784 12.3	4863 11.9	1043 3.0	6188 19.1	1451 5.3	6355 21.5	18509 13.4	761 4.2	590 4.7	1923 27.4	3551 13.9	4846 13.5	4480 12.0	3575 14.8	1333 7.4	2264 8.1
NO	152973 86.6	35729 87.5	33405 96.6	25646 79.3	25397 93.5	22958 77.7	118576 85.7	17573 95.8	11962 95.3	4576 65.3	21323 83.5	31130 86.5	32742 88.0	20228 83.6	16702 92.3	25138 89.9
DON'T KNOW OR NOT STATED	1788 1.0	230 .6	141 .4	509 1.6	319 1.2	236 .8	1279 .9	0	0	509 7.3	650 2.5	0	0	397 1.6	59 .3	560 2.0
VIETNAMESE																
YES	20579 11.7	3204 7.8	2521 7.3	6188 19.1	1677 6.2	6630 22.5	15427 11.1	2397 13.1	1759 14.0	996 14.2	494 1.9	3587 10.0	5864 15.8	4992 20.6	2540 14.0	1681 6.0
NO	155118 87.9	37618 92.2	31926 92.3	25646 79.3	25489 93.8	22700 76.9	122599 88.6	15937 86.9	10792 86.0	5504 78.5	24380 95.5	32389 90.0	31358 84.2	19208 79.4	15357 84.9	26281 94.0
DON'T KNOW OR NOT STATED	848 .5	0	141 .4	509 1.6	0	197 .7	338 .2	0	0	509 7.3	650 2.5	0	0	0	197 1.1	0
MEXICAN																
YES	130696 74.0	23527 57.6	21862 63.2	26794 82.8	23471 86.4	26203 88.7	102491 74.1	12685 69.2	9162 73.0	6072 86.6	20904 81.9	32005 89.0	26243 70.5	20150 83.3	11496 63.5	13141 47.0
NO	45849 26.0	17295 42.4	12727 36.8	5549 17.2	3696 13.6	3324 11.3	35873 25.9	5649 30.8	3390 27.0	937 13.4	4620 18.1	3971 11.0	10979 29.5	4050 16.7	6599 36.5	14821 53.0
GERMAN																

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
YES	66977 37.9	7596 18.6	12326 35.6	16539 51.1	12706 39.8	13883 47.0	54797 39.6	4271 23.3	3309 26.4	4600 65.6	5489 21.5	14345 39.9	13669 36.7	11511 47.6	8181 45.2	10215 36.5
NO	108810 61.6	32974 80.8	22262 64.4	15804 48.9	14461 53.2	15448 52.3	82900 59.9	14063 76.7	9243 73.6	2318 33.1	20035 78.5	21631 60.1	23462 63.0	12689 52.4	9913 54.8	17276 61.8
DON'T KNOW OR NOT STATED	758 .4	252 .6	0	0	0	196 .7	667 .5	0	0	91 1.3	0	0	91 .2	0	0	471 1.7
GREEK																
YES	62100 35.2	5576 13.7	10215 29.5	13669 42.3	10972 40.4	16972 57.5	52000 37.6	4329 23.6	1825 14.5	3660 52.2	6026 23.6	15579 43.3	14869 39.9	9354 38.7	6095 33.7	8153 29.2
NO	114445 64.8	35245 86.3	24373 70.5	18674 57.7	16195 59.6	12556 42.5	86364 62.4	14005 76.4	10727 85.5	3349 47.8	19498 76.4	20397 56.7	22353 60.1	14846 61.3	11999 66.3	19809 70.8
SPANISH																
YES	68371 38.7	13940 34.1	9406 27.2	16032 49.6	11690 43.0	12350 41.8	46791 33.8	6522 35.6	9039 72.0	5733 81.8	8694 34.1	19742 54.9	13312 35.8	11110 45.9	5295 29.3	7844 28.1
NO	107358 60.8	26882 65.9	24741 71.5	16311 50.4	15103 55.6	17178 58.2	90758 65.6	11812 64.4	3512 28.0	1276 18.2	16502 64.7	16234 45.1	23910 64.2	13090 54.1	12682 70.1	19748 70.6
DON'T KNOW OR NOT STATED	815 .5	0	442 1.3	0	373 1.4	0	815 .6	0	0	0	327 1.3	0	0	0	118 .7	370 1.3
EASTERN EUROPEAN																
YES	26030 14.7	3251 8.0	3943 11.4	6406 19.8	6221 22.9	5367 18.2	21199 15.3	1372 7.5	828 6.6	2631 37.5	1072 4.2	6410 17.8	9468 25.4	3418 14.1	2759 15.2	2174 7.8
NO	145371 82.3	37571 92.0	29429 85.1	24538 75.9	20623 75.9	22264 75.4	112511 81.3	16819 91.7	11620 92.6	4135 59.0	24022 94.1	28875 80.3	27266 73.3	19789 81.8	15192 84.0	24225 86.6
DON'T KNOW OR NOT STATED	5146 2.9	0	1216 3.5	1399 4.3	323 1.2	1896 6.4	4654 3.4	144 .8	103 .8	243 3.5	431 1.7	692 1.9	488 1.3	993 4.1	144 .8	1563 5.6

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Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
SCANDINAVIAN																
YES	20414 11.6	2086 5.1	3244 9.4	5681 17.6	3376 12.4	5485 18.6	17343 12.5	1441 7.9	901 7.2	730 10.4	813 3.2	2813 7.8	5227 14.0	4920 20.3	2402 13.3	3561 12.7
NO	154801 87.7	38736 94.9	31344 90.6	26544 82.1	23715 87.3	23218 78.6	119692 86.5	16893 92.1	11651 92.8	6279 89.6	24711 96.8	32726 91.0	31995 86.0	19162 79.2	15692 86.7	24015 85.9
DON'T KNOW OR NOT STATED	1329 .8	0	0	118 .4	76 .3	825 2.8	1329 1.0	0	0	0	0	437 1.2	0	118 .5	0	386 1.4
INDIAN																
YES	31085 17.6	4668 11.4	5546 16.0	6851 21.2	4120 15.2	8980 30.4	21678 15.7	2316 12.6	3628 28.9	3463 49.4	4711 18.5	5312 14.8	7706 20.7	6231 25.7	3035 16.8	2187 7.8
NO	145005 82.1	36154 88.6	28899 83.6	25492 78.8	23047 84.8	20547 69.6	116376 84.1	15874 86.6	8923 71.1	3546 50.6	20813 81.5	30664 85.2	29515 79.3	17969 74.3	14916 82.4	25465 91.1
DON'T KNOW OR NOT STATED	454 .3	0	144 .4	0	0	0	310 .2	144 .8	0	0	0	0	0	0	144 .8	310 1.1
LATIN AMERICAN																
YES	44948 25.5	5560 13.6	6709 19.4	12456 38.5	8610 31.7	9009 30.5	29623 21.4	4533 24.7	5020 40.0	5772 82.4	5215 20.4	8194 22.8	13082 35.1	5691 23.5	4837 26.7	6108 21.8
NO	129410 73.3	35262 86.4	27739 80.2	19887 61.5	17546 64.6	19838 67.2	107486 77.7	13800 75.3	6844 54.5	994 14.2	19480 76.3	27178 75.5	23897 64.2	18509 76.5	13257 73.3	21343 76.3
DON'T KNOW OR NOT STATED	2187 1.2	0	141 .4	0	1010 3.7	680 2.3	1256 .9	0	688 5.5	243 3.5	829 3.2	604 1.7	243 .7	0	0	511 1.8
MIDDLE EASTERN																
YES	25655 14.5	1813 4.4	3135 9.1	4476 13.8	4123 15.2	9490 32.1	20074 14.5	2445 13.3	1443 11.5	1407 20.1	2240 8.8	7449 20.7	6147 16.5	4346 18.0	1633 9.0	2382 8.5

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Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
NO	147489 83.5	38318 93.9	31063 89.8	27014 83.5	22700 83.6	18916 64.1	116100 83.9	15570 84.9	10727 85.5	5093 72.7	22112 86.6	28320 78.7	31011 83.3	19854 82.0	15757 87.1	24327 87.0
DON'T KNOW OR NOT STATED	3400 1.9	691 1.7	391 1.1	854 2.6	343 1.3	1122 3.8	2190 1.6	319 1.7	381 3.0	509 7.3	1171 4.6	207 .6	64 .2	0	705 3.9	1253 4.5
AFRICAN																
YES	9154 5.2	593 1.5	2566 7.4	2019 6.2	1712 6.3	2263 7.7	3446 2.5	3427 18.7	508 4.1	1773 25.3	641 2.5	1745 4.9	2186 5.9	2399 9.9	690 3.8	822 2.9
NO	164707 93.3	38909 95.3	31820 92.0	30324 93.8	25173 92.7	26764 90.6	132391 95.7	14907 81.3	11887 94.7	5236 74.7	24883 97.5	34090 94.8	33631 90.4	21575 89.2	16943 93.6	26880 96.1
DON'T KNOW OR NOT STATED	2684 1.5	1320 3.2	202 .6	0	281 1.0	500 1.7	2527 1.8	0	157 1.2	0	0	141 .4	1404 3.8	225 .9	461 2.5	260 .9
CARIBBEAN																
YES	30677 17.4	2539 6.2	4097 11.8	6904 21.3	7684 28.3	8191 27.7	20007 14.5	3983 21.7	1628 13.0	5059 72.2	2865 11.2	7215 20.1	9407 25.3	4764 19.7	1611 8.9	2500 8.9
NO	144046 81.6	38234 93.7	30398 87.9	24515 75.8	19037 70.1	21336 72.3	117104 84.6	13782 75.2	10924 87.0	1950 27.8	22659 88.8	28761 79.9	27688 74.4	18703 77.3	16128 89.1	24854 88.9
DON'T KNOW OR NOT STATED	1822 1.0	49 .1	93 .3	924 2.9	446 1.6	0	1254 .9	568 3.1	0	0	0	0	127 .3	732 3.0	356 2.0	607 2.2
RUSSIAN																
YES	19491 11.0	1301 3.2	1578 4.6	5614 17.4	4053 14.9	4244 14.4	15316 11.1	718 3.9	165 1.3	3291 47.0	1022 4.0	3765 10.5	6094 16.4	2803 11.6	2359 13.0	3322 11.9
NO	156462 88.6	39521 96.8	33010 95.4	26729 82.6	22833 84.0	25284 85.6	122457 88.5	17615 96.1	12387 98.7	3717 53.0	24502 96.0	32211 89.5	31128 83.6	21233 87.7	15618 86.3	24330 87.0
DON'T KNOW OR NOT STATED	592 .3	0	0	0	281 1.0	0	592 .4	0	0	0	0	0	0	164 .7	118 .7	310 1.1

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 1-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
FRENCH																
YES	79691 45.1	12642 31.0	12471 36.1	17273 53.4	16205 59.6	16942 57.4	60719 43.9	6428 35.1	5807 46.3	6451 92.0	11804 46.2	17579 48.9	18530 49.8	13325 55.1	6544 36.2	7661 27.4
NO	96049 54.4	28095 68.8	21791 63.0	15070 46.6	10881 40.1	12585 42.6	76840 55.5	11906 64.9	6745 53.7	558 8.0	13393 52.5	18315 50.9	18692 50.2	10875 44.9	11550 63.8	19905 71.2
DON'T KNOW OR NOT STATED	805 .5	86 .2	327 .9	0	82 .3	0	805 .6	0	0	0	327 1.3	82 .2	0	0	0	396 1.4
SIGMA	3354344 1900.0	775616 1900.0	657183 1900.0	614519 1900.0	516170 1900.0	561023 1900.0	2628919 1900.0	348344 1900.0	238682 1900.0	133169 1900.0	484958 1900.0	683543 1900.0	707216 1900.0	459797 1900.0	343790 1900.0	531278 1900.0

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS														
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA		
														INSIDE	
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
TOTAL RESPONDENTS	176544	79887	88332	20992	54893	31694	68467	81987	78839	113786	45781	15836	47611	64815	45570	18548
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ITALIAN (OTHER THAN PIZZA)	134763	59034	68644	14538	44254	25222	50250	64006	59644	82548	39935	11192	31107	55123	34716	13818
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	81018	36791	39775	7013	23387	17777	32716	42572	30476	44146	27435	8536	15556	36907	20504	8052
	60.1	62.3	57.9	48.2	52.8	70.5	65.1	66.5	51.1	53.5	68.7	76.3	50.0	67.0	59.1	58.3
NOT EAT ON OR OFF PREMISE LAST MONTH	53746	22243	28868	7526	20867	7446	17534	21434	29168	38402	12500	2656	15551	18216	14213	5766
	39.9	37.7	42.1	51.8	47.2	29.5	34.9	33.5	48.9	46.5	31.3	23.7	50.0	33.0	40.9	41.7
CHINESE	137893	63152	67725	15751	43576	25797	52270	69218	56485	81476	40320	15008	32422	55427	33390	16654
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	79855	35492	40531	7902	21872	16841	32814	43169	28047	41898	27874	9612	14653	37471	20582	7148
	57.9	56.2	59.8	50.2	50.2	65.3	62.8	62.4	49.7	51.4	69.1	64.0	45.2	67.6	61.6	42.9
NOT EAT ON OR OFF PREMISE LAST MONTH	58038	27661	27195	7849	21704	8956	19455	26049	28438	39578	12446	5395	17770	17956	12807	9504
	42.1	43.8	40.2	49.8	49.8	34.7	37.2	37.6	50.3	48.6	30.9	36.0	54.8	32.4	38.4	57.1
JAPANESE	62604	31552	28013	6688	22019	11520	22251	32158	25992	30826	22423	9108	10802	28162	15402	8237
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	11850	6257	4990	1739	5742	1188	3182	7855	2513	5225	4821	1745	1927	6625	1024	2274
	18.9	19.8	17.8	26.0	26.1	10.3	14.3	24.4	9.7	17.0	21.5	19.2	17.8	23.5	6.6	27.6
NOT EAT ON OR OFF PREMISE LAST MONTH	50753	25295	23023	4948	16277	10333	19069	24303	23479	25601	17602	7363	8875	21537	14379	5963
	81.1	80.2	82.2	74.0	73.9	89.7	85.7	75.6	90.3	83.0	78.5	80.8	82.2	76.5	93.4	72.4
KOREAN	22503	11444	9888	2667	7295	5420	6821	11782	8292	8188	9510	4746	3824	10732	5631	2316
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2276	750	1526	535	907	338	495	1336	461	57	2067	152	682	1322	272	0
	10.1	6.6	15.4	20.1	12.4	6.2	7.3	11.3	5.6	.7	21.7	3.2	17.8	12.3	4.8	
NOT EAT ON OR OFF PREMISE LAST MONTH	20227	10693	8363	2132	6387	5082	6326	10446	7831	8131	7443	4596	3141	9411	5359	2316
	89.9	93.4	84.6	79.9	87.6	93.8	92.7	88.7	94.4	99.3	78.3	96.8	82.2	87.7	95.2	100.0

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
THAI	21784	9911	9599	3647	8061	2094	7555	7829	11336	11032	7392	3360	5727	10272	4392	1392
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2535	790	1271	0	1522	490	523	1333	523	0	1679	856	422	1933	179	0
	11.6	8.0	13.2		18.9	23.4	6.9	17.0	4.6		22.7	25.5	7.4	18.8	4.1	
NOT EAT ON OR OFF PREMISE LAST MONTH	19249	9121	8328	3647	6539	1604	7032	6496	10813	11032	5713	2504	5305	8338	4213	1392
	88.4	92.0	86.8	100.0	81.1	76.6	93.1	83.0	95.4	100.0	77.3	74.5	92.6	81.2	95.9	100.0
VIETNAMESE	20579	8488	10005	2523	8048	2979	6230	9968	8948	9481	6545	4553	4772	9425	4632	1750
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	3681	1622	1672	326	1849	834	673	2123	845	957	2321	404	448	2667	362	205
	17.9	19.1	16.7	12.9	20.9	28.0	10.8	21.3	9.4	10.1	35.5	8.9	9.4	28.3	7.8	11.7
NOT EAT ON OR OFF PREMISE LAST MONTH	16898	6866	8334	2196	7000	2145	5557	7845	8103	8525	4224	4149	4324	6758	4270	1546
	82.1	80.9	83.3	87.1	79.1	72.0	89.2	78.7	90.6	89.9	64.5	91.1	90.6	71.7	92.2	88.3
MEXICAN	130696	60226	62977	15360	39258	27835	47817	64622	53122	75340	39911	14355	30756	51222	32931	15786
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	72552	36559	31947	7674	18934	14789	30855	36341	28081	41374	23531	7588	14550	32154	18018	7829
	55.5	60.7	50.7	50.0	48.2	53.1	64.5	56.2	52.9	54.9	59.0	52.9	47.3	62.8	54.7	49.6
NOT EAT ON OR OFF PREMISE LAST MONTH	58144	23667	31029	7686	20324	13046	16962	28280	25041	33966	16381	6767	16206	19068	14912	7957
	44.5	39.3	49.3	50.0	51.8	46.9	35.5	43.8	47.1	45.1	41.0	47.1	52.7	37.2	45.3	50.4
GERMAN	66977	33863	28948	8279	21726	12265	24582	29755	31921	32742	22766	10568	15159	29216	16012	6590
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	10806	7279	2880	310	5674	1335	3488	4743	5676	6726	2019	2062	1651	6824	1540	790
	16.1	21.5	10.0	3.7	26.1	10.9	14.2	15.9	17.8	20.5	8.9	19.5	10.9	23.4	9.6	12.0
NOT EAT ON OR OFF PREMISE LAST MONTH	56171	26583	26068	7968	16052	10930	21095	25013	26245	26016	20748	8506	13507	22392	14472	5799
	83.9	78.5	90.0	96.3	73.9	89.1	85.8	84.1	82.2	79.5	91.1	80.5	89.1	76.6	90.4	88.0
GREEK	62100	28549	31062	7097	21918	11056	21604	33094	24611	28307	23440	9452	12137	28418	14934	6610
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
EAT ON OR OFF PREMISE LAST MONTH	17995	9068	7784	1173	6245	2094	8483	10253	6344	6964	6604	3997	1583	9259	4651	2502
	29.0	31.8	25.1	16.5	28.5	18.9	39.3	31.0	25.8	24.6	28.2	42.3	13.0	32.6	31.1	37.9
NOT EAT ON OR OFF PREMISE LAST MONTH	44105	19482	23278	5923	15673	8962	13120	22840	18267	21343	16836	5455	10554	19159	10283	4108
	71.0	68.2	74.9	83.5	71.5	81.1	60.7	69.0	74.2	75.4	71.8	57.7	87.0	67.4	68.9	62.1
SPANISH	68371	31902	34338	7627	20350	15303	24965	33485	29949	37703	22133	7635	13985	31462	16192	6733
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	15751	8719	5841	1804	4406	3229	6311	8362	5523	8939	5531	1280	1714	9744	2746	1546
	23.0	27.3	17.0	23.7	21.7	21.1	25.3	25.0	18.4	23.7	25.0	16.8	12.3	31.0	17.0	23.0
NOT EAT ON OR OFF PREMISE LAST MONTH	52621	23183	28497	5823	15944	12074	18654	25123	24426	28763	16602	6355	12271	21717	13445	5187
	77.0	72.7	83.0	76.3	78.3	78.9	74.7	75.0	81.6	76.3	75.0	83.2	87.7	69.0	83.0	77.0
EASTERN EUROPEAN	26030	14083	10680	3599	10371	3545	8389	11894	11902	9530	12057	4255	5740	12598	5615	2078
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2120	1279	842	102	1013	678	328	807	1164	1031	746	343	620	1044	354	102
	8.1	9.1	7.9	2.8	9.8	19.1	3.9	6.8	9.8	10.8	6.2	8.1	10.8	8.3	6.3	4.9
NOT EAT ON OR OFF PREMISE LAST MONTH	23909	12804	9838	3497	9358	2867	8061	11087	10738	8498	11311	3912	5119	11554	5261	1975
	91.9	90.9	92.1	97.2	90.2	80.9	96.1	93.2	90.2	89.2	93.8	91.9	89.2	91.7	93.7	95.1
SCANDINAVIAN	20414	9234	9974	2155	8428	3533	6173	9764	9229	8727	7225	4463	7277	6936	3767	2434
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2387	1409	979	266	1366	399	357	1111	962	668	928	790	431	281	517	1159
	11.7	15.3	9.8	12.4	16.2	11.3	5.8	11.4	10.4	7.7	12.9	17.7	5.9	4.0	13.7	47.6
NOT EAT ON OR OFF PREMISE LAST MONTH	18027	7816	8996	1889	7062	3134	5817	8652	8267	8058	6297	3672	6846	6655	3251	1275
	88.3	84.7	90.2	87.6	83.8	88.7	94.2	88.6	89.6	92.3	87.1	82.3	94.1	96.0	86.3	52.4
INDIAN	31085	14707	14056	3528	9943	5287	11902	16564	11544	14558	11543	4985	8238	12132	7714	3002
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	4133	2100	1458	1017	716	988	1412	1869	700	2354	1428	352	779	2230	937	188
	13.3	14.3	10.4	28.8	7.2	18.7	11.9	11.3	6.1	16.2	12.4	7.1	9.5	18.4	12.1	6.3

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS														
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA		
													INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
NOT EAT ON OR OFF PREMISE LAST MONTH	26952 86.7	12607 85.7	12598 89.6	2512 71.2	9227 92.8	4299 81.3	10489 88.1	14696 88.7	10844 93.9	12204 83.8	10116 87.6	4633 92.9	7459 90.5	9902 81.6	6777 87.9	2814 93.7
LATIN AMERICAN	44948 100.0	26484 100.0	16574 100.0	4302 100.0	15498 100.0	11948 100.0	12774 100.0	22443 100.0	17905 100.0	19434 100.0	16730 100.0	8784 100.0	10398 100.0	22036 100.0	8534 100.0	3980 100.0
EAT ON OR OFF PREMISE LAST MONTH	10496 23.4	6211 23.5	3228 19.5	752 17.5	3740 24.1	2990 25.0	3014 23.6	4331 19.3	4876 27.2	4900 25.2	3603 21.5	1993 22.7	524 5.0	7440 33.8	1741 20.4	790 19.9
NOT EAT ON OR OFF PREMISE LAST MONTH	34452 76.6	20273 76.5	13346 80.5	3550 82.5	11758 75.9	8958 75.0	9760 76.4	18112 80.7	13029 72.8	14534 74.8	13126 78.5	6791 77.3	9874 95.0	14595 66.2	6793 79.6	3190 80.1
MIDDLE EASTERN	25655 100.0	14658 100.0	9666 100.0	4055 100.0	7720 100.0	3415 100.0	10040 100.0	13489 100.0	9503 100.0	11513 100.0	8028 100.0	6114 100.0	6373 100.0	11489 100.0	5440 100.0	2353 100.0
EAT ON OR OFF PREMISE LAST MONTH	2496 9.7	814 5.6	350 3.6	0	745 9.7	651 19.1	1099 11.0	1920 14.2	188 2.0	626 5.4	553 6.9	1316 21.5	0	1980 17.2	328 6.0	188 8.0
NOT EAT ON OR OFF PREMISE LAST MONTH	23159 90.3	13844 94.4	9316 96.4	4055 100.0	6975 90.3	2764 80.9	8941 89.0	11569 85.8	9316 98.0	10887 94.6	7475 93.1	4797 78.5	6373 100.0	9509 82.8	5112 94.0	2165 92.0
AFRICAN	9154 100.0	3437 100.0	5047 100.0	2390 100.0	1631 100.0	1037 100.0	4095 100.0	3975 100.0	3778 100.0	2863 100.0	4397 100.0	1893 100.0	1475 100.0	4852 100.0	2780 100.0	47 100.0
EAT ON OR OFF PREMISE LAST MONTH	1222 13.3	178 5.2	374 7.4	0	83 5.1	291 28.0	847 20.7	1222 30.7	0	0	552 12.6	670 35.4	221 15.0	847 17.5	153 5.5	0
NOT EAT ON OR OFF PREMISE LAST MONTH	7932 86.7	3259 94.8	4673 92.6	2390 100.0	1548 94.9	746 72.0	3248 79.3	2753 69.3	3778 100.0	2863 100.0	3845 87.4	1223 64.6	1253 85.0	4005 82.5	2627 94.5	47 100.0
CARIBBEAN	30677 100.0	16853 100.0	11518 100.0	4142 100.0	8236 100.0	5736 100.0	12436 100.0	17009 100.0	10716 100.0	10088 100.0	14033 100.0	6125 100.0	3456 100.0	16153 100.0	7282 100.0	3787 100.0
EAT ON OR OFF PREMISE LAST MONTH	5490 17.9	2374 14.1	2058 17.9	968 23.4	831 10.1	840 14.6	2851 22.9	3982 23.4	740 6.9	2674 26.5	2146 15.3	670 10.9	84 2.4	4192 26.0	1214 16.7	0
NOT EAT ON OR OFF PREMISE LAST MONTH	25187 82.1	14478 85.9	9460 82.1	3174 76.6	7405 89.9	4896 85.4	9585 77.1	13026 76.6	9977 93.1	7413 73.5	11887 84.7	5456 89.1	3371 97.6	11961 74.0	6068 83.3	3787 100.0

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-1
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
RUSSIAN	19491	11597	7229	1904	9093	3048	5320	8612	9084	7564	9010	2917	3243	9348	3740	3160
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2063	1245	818	133	1520	51	359	1191	872	776	501	785	471	846	747	0
	10.6	10.7	11.3	7.0	16.7	1.7	6.7	13.8	9.6	10.3	5.6	26.9	14.5	9.0	20.0	
NOT EAT ON OR OFF PREMISE LAST MONTH	17428	10352	6411	1772	7573	2997	4961	7421	8212	6787	8509	2132	2773	8502	2993	3160
	89.4	89.3	88.7	93.0	83.3	98.3	93.3	86.2	90.4	89.7	94.4	73.1	85.5	91.0	80.0	100.0
FRENCH	79691	39532	35073	8056	26865	15216	29129	41201	31549	41334	27410	10516	19792	33281	18532	8087
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	16486	9603	5827	1644	6813	3647	4382	8187	6002	6517	6497	3472	3953	7073	4362	1097
	20.7	24.3	16.6	20.4	25.4	24.0	15.0	19.9	19.0	15.8	23.7	33.0	20.0	21.3	23.5	13.6
NOT EAT ON OR OFF PREMISE LAST MONTH	63204	29930	29246	6411	20052	11569	24747	33014	25547	34817	20913	7044	15838	26207	14170	6989
	79.3	75.7	83.4	79.6	74.6	76.0	85.0	80.1	81.0	84.2	76.3	67.0	80.0	78.7	76.5	86.4

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

WESTAT, INC. (#964900) 10/6/89

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

	DEMOGRAPHICS															
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
TOTAL RESPONDENTS	176544	40822	34589	32343	27167	29528	138364	18334	12552	7009	25524	35976	37222	24200	18094	27962
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ITALIAN (OTHER THAN PIZZA)	134763	25160	27334	25892	23044	25270	109742	8175	10170	6391	21400	30185	27831	19775	13024	16140
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	81018	7268	15502	16657	16385	20365	65906	4574	4637	5615	12055	22448	17473	12306	5458	6584
	60.1	28.9	56.7	64.3	71.1	80.6	60.1	56.0	45.6	87.9	56.3	74.4	62.8	62.2	41.9	40.8
NOT EAT ON OR OFF PREMISE LAST MONTH	53746	17892	11832	9235	6660	4904	43836	3601	5533	776	9345	7737	10358	7469	7566	9556
	39.9	71.1	43.3	35.7	28.9	19.4	39.9	44.0	54.4	12.1	43.7	25.6	37.2	37.8	58.1	59.2
CHINESE	137893	25998	24357	28308	23452	26637	108272	13195	10055	6085	22024	31537	28050	20573	12867	16502
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	79855	13047	12273	15532	15962	20031	59718	8144	5716	5990	15250	19248	20407	9106	6909	5173
	57.9	50.2	50.4	54.9	68.1	75.2	55.2	61.7	56.9	98.5	69.2	61.0	72.8	44.3	53.7	31.4
NOT EAT ON OR OFF PREMISE LAST MONTH	58038	12952	12084	12776	7490	6607	48554	5051	4339	94	6774	12290	7643	11468	5958	11329
	42.1	49.8	49.6	45.1	31.9	24.8	44.8	38.3	43.1	1.5	30.8	39.0	27.2	55.7	46.3	68.6
JAPANESE	62604	6181	9389	13354	13810	16501	48467	4576	4047	5514	7197	16339	15129	9740	4012	8000
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	11850	729	1542	3028	2722	3684	9424	820	117	1490	455	4384	3227	1778	157	1246
	18.9	11.8	16.4	22.7	19.7	22.3	19.4	17.9	2.9	27.0	6.3	26.8	21.3	18.3	3.9	15.6
NOT EAT ON OR OFF PREMISE LAST MONTH	50753	5452	7847	10326	11088	12816	39043	3756	3930	4024	6742	11955	11902	7962	3855	6754
	81.1	88.2	83.6	77.3	80.3	77.7	80.6	82.1	97.1	73.0	93.7	73.2	78.7	81.7	96.1	84.4
KOREAN	22503	2891	2298	5529	5655	5405	16639	2595	645	2624	3244	6217	5167	3266	1749	1689
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2276	907	57	665	0	647	1323	510	117	326	57	1010	272	479	459	0
	10.1	31.4	2.5	12.0		12.0	8.0	19.6	18.1	12.4	1.7	16.2	5.3	14.7	26.3	
NOT EAT ON OR OFF PREMISE LAST MONTH	20227	1984	2241	4864	5655	4758	15316	2085	528	2298	3188	5207	4895	2787	1290	1689
	89.9	68.6	97.5	88.0	100.0	88.0	92.0	80.4	81.9	87.6	98.3	83.8	94.7	85.3	73.7	100.0
THAI	21784	4863	1043	6188	1451	6355	18509	761	590	1923	3551	4846	4480	3575	1333	2264
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER IN THOUSANDS (000s)
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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
EAT ON OR OFF PREMISE LAST MONTH	2535 11.6	951 19.6	0	117 1.9	0	1467 23.1	2336 12.6	0	199 33.8	0	0	1682 34.7	179 4.0	0	0	199 8.8
NOT EAT ON OR OFF PREMISE LAST MONTH	19249 88.4	3912 80.4	1043 100.0	6071 98.1	1451 100.0	4888 76.9	16174 87.4	761 100.0	391 66.2	1923 100.0	3551 100.0	3163 65.3	4300 96.0	3575 100.0	1333 100.0	2065 91.2
VIETNAMESE	20579 100.0	3204 100.0	2521 100.0	6188 100.0	1677 100.0	6630 100.0	15427 100.0	2397 100.0	1759 100.0	996 100.0	494 100.0	3587 100.0	5864 100.0	4992 100.0	2540 100.0	1681 100.0
EAT ON OR OFF PREMISE LAST MONTH	3681 17.9	882 27.5	205 8.1	1580 25.5	0	1015 15.3	2568 16.6	83 3.5	704 40.0	326 32.8	0	1105 30.8	937 16.0	1153 23.1	0	99 5.9
NOT EAT ON OR OFF PREMISE LAST MONTH	16898 82.1	2322 72.5	2317 91.9	4608 74.5	1677 100.0	5615 84.7	12859 83.4	2314 96.5	1055 60.0	670 67.2	494 100.0	2482 69.2	4927 84.0	3839 76.9	2540 100.0	1582 94.1
MEXICAN	130696 100.0	23527 100.0	21862 100.0	26794 100.0	23471 100.0	26203 100.0	102491 100.0	12685 100.0	9162 100.0	6072 100.0	20904 100.0	32005 100.0	26243 100.0	20150 100.0	11496 100.0	13141 100.0
EAT ON OR OFF PREMISE LAST MONTH	72552 55.5	10679 45.4	11910 54.5	14691 54.8	12461 53.1	18596 71.0	59589 58.1	3744 29.5	5905 64.5	3314 54.6	11109 53.1	20151 63.0	16504 62.9	11526 57.2	4898 42.6	4573 34.8
NOT EAT ON OR OFF PREMISE LAST MONTH	58144 44.5	12848 54.6	9952 45.5	12104 45.2	11010 46.9	7609 29.0	42902 41.9	8941 70.5	3257 35.5	2758 45.4	9795 46.9	11854 37.0	9740 37.1	8624 42.8	6598 57.4	8569 65.2
GERMAN	66977 100.0	7396 100.0	12326 100.0	16539 100.0	12706 100.0	13883 100.0	54797 100.0	4271 100.0	3309 100.0	4600 100.0	5489 100.0	14345 100.0	13669 100.0	11511 100.0	8181 100.0	10215 100.0
EAT ON OR OFF PREMISE LAST MONTH	10806 16.1	753 9.9	1041 8.4	2390 14.4	1703 13.4	3161 22.8	9870 18.0	819 19.2	117 3.5	0	1108 20.2	1019 7.1	1722 12.6	1541 13.4	1316 16.1	3454 33.8
NOT EAT ON OR OFF PREMISE LAST MONTH	56171 83.9	6844 90.1	11285 91.6	14149 85.6	11002 86.6	10722 77.2	44927 82.0	3451 80.8	3192 96.5	4600 100.0	4381 79.8	13326 92.9	11947 87.4	9970 86.6	6865 83.9	6762 66.2
GREEK	62100 100.0	5576 100.0	10215 100.0	13669 100.0	10972 100.0	16972 100.0	52000 100.0	4329 100.0	1825 100.0	3660 100.0	6026 100.0	15579 100.0	14869 100.0	9354 100.0	6095 100.0	8153 100.0
EAT ON OR OFF PREMISE LAST MONTH	17995 29.0	1640 29.4	1717 16.8	2366 17.3	3515 32.0	7340 43.2	12394 23.8	1768 40.8	984 53.9	2563 70.0	2134 35.4	5205 33.4	3816 25.7	3055 32.7	1184 19.4	1457 17.9
NOT EAT ON OR OFF PREMISE LAST MONTH	44105 71.0	3937 70.6	8499 83.2	11303 82.7	7457 68.0	9632 56.8	39606 76.2	2561 59.2	841 46.1	1097 30.0	3892 64.6	10374 66.6	11053 74.3	6298 67.3	4911 80.6	6695 82.1

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CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 3-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
SPANISH	68371	13940	9406	16032	11690	12350	46791	6522	9039	5733	8694	19742	13312	11110	5295	7844
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	15751	3164	1968	3658	3782	2824	7676	1460	4538	2076	1516	6305	3449	2212	706	251
	23.0	22.7	20.9	22.8	32.4	22.9	16.4	22.4	50.2	36.2	17.4	31.9	25.9	19.9	13.3	3.2
NOT EAT ON OR OFF PREMISE LAST MONTH	52621	10776	7438	12375	7908	9526	39115	5062	4501	3657	7178	13437	9863	8898	4589	7593
	77.0	77.3	79.1	77.2	67.6	77.1	83.6	77.6	49.8	63.8	82.6	68.1	74.1	80.1	86.7	96.8
EASTERN EUROPEAN	26030	3251	3943	6406	6221	5367	21199	1372	828	2631	1072	6410	9468	3418	2759	2174
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2120	102	805	241	408	564	1942	178	0	0	0	291	710	188	691	241
	8.1	3.1	20.4	3.8	6.6	10.5	9.2	13.0				4.5	7.5	5.5	25.0	11.1
NOT EAT ON OR OFF PREMISE LAST MONTH	23909	3148	3138	6165	5813	4804	19256	1194	828	2631	1072	6119	8758	3230	2068	1933
	91.9	96.9	79.6	96.2	93.4	89.5	90.8	87.0	100.0	100.0	100.0	95.5	92.5	94.5	75.0	88.9
SCANDINAVIAN	20414	2086	3244	5681	3376	5485	17343	1441	901	730	813	2813	5227	4920	2402	3561
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	2387	274	0	216	258	1526	2270	0	117	0	281	375	263	305	102	1061
	11.7	13.1		3.8	7.6	27.8	13.1		13.0		34.6	13.3	5.0	6.2	4.3	29.8
NOT EAT ON OR OFF PREMISE LAST MONTH	18027	1811	3244	5465	3118	3959	15073	1441	784	730	532	2438	4965	4615	2300	2499
	88.3	86.9	100.0	96.2	92.4	72.2	86.9	100.0	87.0	100.0	65.4	86.7	95.0	93.8	95.7	70.2
INDIAN	31085	4668	5546	6851	4120	8980	21678	2316	3628	3463	4711	5312	7706	6231	3035	2187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	4133	1039	1443	433	342	876	1602	1006	1525	0	1366	528	603	859	0	202
	13.3	22.3	26.0	6.3	8.3	9.8	7.4	43.4	42.0		29.0	9.9	7.8	13.8		9.2
NOT EAT ON OR OFF PREMISE LAST MONTH	26952	3629	4103	6418	3778	8104	20076	1310	2103	3463	3345	4784	7104	5371	3035	1985
	86.7	77.7	74.0	93.7	91.7	90.2	92.6	56.6	58.0	100.0	71.0	90.1	92.2	86.2	100.0	90.8
LATIN AMERICAN	44948	5560	6709	12456	8610	9009	29623	4533	5020	5772	5215	8194	13082	5691	4837	6108
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EAT ON OR OFF PREMISE LAST MONTH	10496	2158	1131	3067	864	2948	5926	1641	1187	1741	1090	2551	1992	1355	1063	1388
	23.4	38.8	16.9	24.6	10.0	32.7	20.0	36.2	23.6	30.2	20.9	31.1	15.2	23.8	22.0	22.7

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Table 3-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
NOT EAT ON OR OFF PREMISE LAST MONTH	34452 76.6	3402 61.2	5578 83.1	9389 75.4	7746 90.0	6061 67.3	23696 80.0	2892 63.8	3832 76.4	4031 69.8	4125 79.1	5643 68.9	11090 84.8	4336 76.2	3773 78.0	4720 77.3
MIDDLE EASTERN	25655 100.0	1813 100.0	3135 100.0	4476 100.0	4123 100.0	9490 100.0	20074 100.0	2445 100.0	1443 100.0	1407 100.0	2240 100.0	7449 100.0	6147 100.0	4346 100.0	1633 100.0	2382 100.0
EAT ON OR OFF PREMISE LAST MONTH	2496 9.7	278 15.3	0	328 7.3	373 9.0	1516 16.0	1103 5.5	641 26.2	82 5.7	670 47.6	185 8.3	455 6.1	524 8.5	0	0	0
NOT EAT ON OR OFF PREMISE LAST MONTH	23159 90.3	1535 84.7	3135 100.0	4147 92.7	3750 91.0	7973 84.0	18971 94.5	1804 73.8	1361 94.3	737 52.4	2055 91.7	6994 93.9	5623 91.5	4346 100.0	1633 100.0	2382 100.0
AFRICAN	9154 100.0	593 100.0	2566 100.0	2019 100.0	1712 100.0	2263 100.0	3446 100.0	3427 100.0	508 100.0	1773 100.0	641 100.0	1745 100.0	2186 100.0	2399 100.0	690 100.0	822 100.0
EAT ON OR OFF PREMISE LAST MONTH	1222 13.3	0	0	305 15.1	178 10.4	739 32.6	221 6.4	331 9.6	0	670 37.8	0	178 10.2	153 7.0	0	221 32.1	0
NOT EAT ON OR OFF PREMISE LAST MONTH	7932 86.7	593 100.0	2566 100.0	1716 84.9	1534 89.6	1524 67.4	3225 93.6	3096 90.4	508 100.0	1103 62.2	641 100.0	1567 89.8	2034 93.0	2399 100.0	469 67.9	822 100.0
CARIBBEAN	30677 100.0	2539 100.0	4097 100.0	6904 100.0	7684 100.0	8191 100.0	20007 100.0	3983 100.0	1628 100.0	5059 100.0	2865 100.0	7215 100.0	9407 100.0	4764 100.0	1611 100.0	2500 100.0
EAT ON OR OFF PREMISE LAST MONTH	5490 17.9	1035 40.8	1111 27.1	1001 14.5	490 6.4	1854 22.6	1123 5.6	1925 48.3	375 23.1	2066 40.8	1124 39.2	749 10.4	1686 17.9	643 13.5	148 9.2	83 3.3
NOT EAT ON OR OFF PREMISE LAST MONTH	25187 82.1	1504 59.2	2987 72.9	5904 85.5	7194 93.6	6338 77.4	18884 94.4	2058 51.7	1252 76.9	2992 59.2	1741 60.8	6466 89.6	7721 82.1	4121 86.5	1463 90.8	2418 96.7
RUSSIAN	19491 100.0	1301 100.0	1578 100.0	5614 100.0	4053 100.0	4244 100.0	15316 100.0	718 100.0	165 100.0	3291 100.0	1022 100.0	3765 100.0	6094 100.0	2803 100.0	2359 100.0	3322 100.0
EAT ON OR OFF PREMISE LAST MONTH	2063 10.6	0	228 14.4	681 12.1	506 12.5	648 15.3	2063 13.5	0	0	0	0	0	494 8.1	354 12.6	618 26.2	597 18.0
NOT EAT ON OR OFF PREMISE LAST MONTH	17428 89.4	1301 100.0	1350 85.6	4933 87.9	3546 87.5	3596 84.7	13253 86.5	718 100.0	165 100.0	3291 100.0	1022 100.0	3765 100.0	5600 91.9	2449 87.4	1740 73.8	2725 82.0
FRENCH	79691 100.0	12642 100.0	12471 100.0	17273 100.0	16205 100.0	16942 100.0	60719 100.0	6428 100.0	5807 100.0	6451 100.0	11804 100.0	17579 100.0	18530 100.0	13325 100.0	6544 100.0	7661 100.0

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Table 3-2
ETHNIC FOOD CONSUMPTION ON- OR OFF-PREMISE IN THE PAST MONTH.

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
EAT ON OR OFF PREMISE LAST MONTH	16486 20.7	1426 11.3	2088 16.7	5013 29.0	2146 13.2	5449 32.2	11456 18.9	1489 23.2	965 16.6	2577 39.9	1625 13.8	3181 18.1	4251 22.9	2869 21.5	2637 40.3	866 11.3
NOT EAT ON OR OFF PREMISE LAST MONTH	63204 79.3	11216 88.7	10383 83.3	12260 71.0	14058 86.8	11493 67.8	49264 81.1	4939 76.8	4842 83.4	3874 60.1	10179 86.2	14398 81.9	14279 77.1	10455 78.5	3907 59.7	6795 88.7

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 7

FREQUENCY OF ON- OR OFF-PREMISE ETHNIC FOODS CONSUMPTION IN THE PAST MONTH

	TOTAL	FREQUENCY OF ON- OR OFF- CONSUMPTION IN PAST MONTH			
		ONCE	TWICE	3 OR MORE	DON'T KNOW
ITALIAN (OTHER THAN PIZZA)	81018	27752	18866	32015	2385
	100.0	34.3	23.3	39.5	2.9
CHINESE	79855	22447	20247	35185	1976
	100.0	28.1	25.4	44.1	2.5
JAPANESE	11850	6724	3547	1521	59
	100.0	56.7	29.9	12.8	.5
KOREAN	2276	1171	988	0	117
	100.0	51.4	43.4		5.1
THAI	2535	1629	609	296	0
	100.0	64.3	24.0	11.7	
VIETNAMESE	3681	3114	263	305	0
	100.0	84.6	7.1	8.3	
MEXICAN	72552	22190	17428	31759	1175
	100.0	30.6	24.0	43.8	1.6
GERMAN	10806	5888	1488	2971	459
	100.0	54.5	13.8	27.5	4.2
GREEK	17995	10830	1521	5236	408
	100.0	60.2	8.5	29.1	2.3
SPANISH	15751	7678	3032	4853	188
	100.0	48.7	19.3	30.8	1.2
EASTERN EUROPEAN	2120	1110	714	296	0
	100.0	52.4	33.7	13.9	
SCANDINAVIAN	2387	892	274	1104	117
	100.0	37.4	11.5	46.2	4.9
INDIAN	4133	2910	186	1037	0
	100.0	70.4	4.5	25.1	
LATIN AMERICAN	10496	3128	2303	3902	1164
	100.0	29.8	21.9	37.2	11.1
MIDDLE EASTERN	2496	1445	196	854	0
	100.0	57.9	7.9	34.2	*

NUMBER IN THOUSANDS (000s)
HORIZONTALLY PERCENTAGING
WESTAT, INC. (#964900) 10/6/89
Continued

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 7

FREQUENCY OF ON- OR OFF-PREMISE ETHNIC FOODS CONSUMPTION IN THE PAST MONTH

	TOTAL	FREQUENCY OF ON- OR OFF- CONSUMPTION IN PAST MONTH ONCE	TWICE	3 OR MORE	DON'T KNOW
AFRICAN	1222	221	753	247	0
	100.0	18.1	61.6	20.2	
CARIBBEAN	5490	2024	1016	2303	148
	100.0	36.9	18.5	41.9	2.7
RUSSIAN	2063	1915	0	0	148
	100.0	92.8			7.2
FRENCH	16486	8081	3507	3774	1124
	100.0	49.0	21.3	22.9	6.8

NUMBER IN THOUSANDS (000s)
HORIZONTALLY PERCENTAGING
WESTAT, INC. (#964900) 10/6/89

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 86-1
1G. OF ALL THE FOODS WE HAVE JUST BEEN TALKING ABOUT, WHICH TYPE DO YOU PERSONALLY ENJOY THE MOST?

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
TOTAL ETHNIC FOOD CONSUMERS	162230 100.0	73013 100.0	80974 100.0	18989 100.0	51150 100.0	31404 100.0	60187 100.0	79468 100.0	67506 100.0	100668 100.0	44637 100.0	15836 100.0	40867 100.0	63366 100.0	40430 100.0	17566 100.0
ITALIAN (OTHER THAN PIZZA)	52927 32.6	22618 31.0	28638 35.4	5234 27.6	17475 34.2	10638 33.9	19381 32.2	24334 30.6	24888 36.9	32160 31.9	16829 37.7	3096 19.6	12226 29.9	19475 30.7	16484 40.8	4742 27.0
CHINESE	37154 22.9	13539 18.5	22173 27.4	4678 24.6	13698 26.8	7395 23.5	11383 18.9	20600 25.9	12232 18.1	23693 23.5	9488 21.3	3784 23.9	6776 16.6	15915 25.1	10349 25.6	4114 23.4
JAPANESE	2031 1.3	999 1.4	1031 1.3	360 1.9	130 .3	500 1.6	1041 1.7	1530 1.9	256 .4	327 .3	1129 2.5	575 3.6	615 1.5	825 1.3	412 1.0	179 1.0
KOREAN	122 .1	0	0	0	122 .2	0	0	0	122 .2	122 .1	0	0	0	122 .2	0	0
THAI	1241 .8	374 .5	867 1.1	188 1.0	941 1.8	0	112 .2	562 .7	678 1.0	1129 1.1	112 .2	0	567 1.4	0	112 .3	562 3.2
VIETNAMESE	365 .2	0	365 .5	0	0	0	365 .6	365 .5	0	365 .4	0	0	365 .9	0	0	0
MEXICAN	39630 24.4	20095 27.5	16940 20.9	4817 25.4	9550 18.7	6454 20.6	18809 31.3	20662 26.0	14313 21.2	29178 29.0	8363 18.7	2089 13.2	13622 33.3	12663 20.0	8697 21.5	4648 26.5
GERMAN	6046 3.7	5162 7.1	766 .9	516 2.7	2622 5.1	711 2.3	1898 3.2	1139 1.4	4755 7.0	3161 3.1	1796 4.0	1090 6.9	1306 3.2	3052 4.8	264 .7	1424 8.1
GREEK	1928 1.2	1321 1.8	607 .7	56 .3	428 .8	678 2.2	765 1.3	1062 1.3	672 1.0	374 .4	948 2.1	607 3.8	389 1.0	1127 1.8	412 1.0	0
SPANISH	3993 2.5	1447 2.0	2545 3.1	581 3.1	856 1.7	1687 5.4	869 1.4	1880 2.4	1993 3.0	2176 2.2	1110 2.5	706 4.5	889 2.2	2744 4.3	359 .9	0
EASTERN EUROPEAN	1172 .7	1172 1.6	0	0	118 .2	617 2.0	437 .7	127 .2	1045 1.5	617 .6	555 1.2	0	127 .3	608 1.0	0	437 2.5

"TOTAL ETHNIC FOOD CONSUMERS" ARE THE TOTAL NUMBER OF CONSUMERS WHO HAVE EATEN AT LEAST ONE OF THE 19 ETHNIC FOODS EXAMINED IN THIS STUDY.
NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 86-1
1G. OF ALL THE FOODS WE HAVE JUST BEEN TALKING ABOUT, WHICH TYPE DO YOU PERSONALLY ENJOY THE MOST?

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
														INSIDE		
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
SCANDINAVIAN	1434 .9	598 .8	172 .2	251 1.3	1034 2.0	0	150 .2	0	1034 1.5	836 .8	314 .7	284 1.8	814 2.0	361 .6	0	258 1.5
INDIAN	1008 .6	164 .2	243 .3	164 .9	188 .4	656 2.1	0	656 .8	188 .3	413 .4	243 .5	352 2.2	164 .4	243 .4	413 1.0	188 1.1
LATIN AMERICAN	699 .4	196 .3	308 .4	0	0	278 .9	421 .7	699 .9	0	196 .2	82 .2	421 2.7	0	504 .8	195 .5	0
MIDDLE EASTERN	1120 .7	931 1.3	189 .2	0	0	189 .6	931 1.5	1120 1.4	0	245 .2	189 .4	686 4.3	0	189 .3	931 2.3	0
AFRICAN	383 .2	178 .2	206 .3	0	206 .4	0	178 .3	225 .3	159 .2	47	336 .8	0	159 .4	178 .3	0	47 .3
CARIBBEAN	1789 1.1	1035 1.4	84 .1	0	84 .2	559 1.8	1146 1.9	1789 2.3	0	1119 1.1	0	670 4.2	84 .2	1705 2.7	0	0
RUSSIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FRENCH	3791 2.3	1574 2.2	2051 2.5	659 3.5	1702 3.3	522 1.7	908 1.5	1716 2.2	1776 2.6	1023 1.0	1786 4.0	982 6.2	1478 3.6	1262 2.0	906 2.2	144 .8
NO OPINION	5398 3.3	1609 2.2	3788 4.7	1485 7.8	1998 3.9	520 1.7	1396 2.3	1001 1.3	3397 5.0	3488 3.5	1358 3.0	493 3.1	1286 3.1	2393 3.8	896 2.2	823 4.7
SIGMA	162230 100.0	73013 100.0	80974 100.0	18989 100.0	51150 100.0	31404 100.0	60187 100.0	79468 100.0	67506 100.0	100668 100.0	44637 100.0	15836 100.0	40867 100.0	63366 100.0	40430 100.0	17566 100.0

"TOTAL ETHNIC FOOD CONSUMERS" ARE THE TOTAL NUMBER OF CONSUMERS WHO HAVE EATEN AT LEAST ONE OF THE 19 ETHNIC FOODS EXAMINED IN THIS STUDY.
NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 86-2
1G. OF ALL THE FOODS WE HAVE JUST BEEN TALKING ABOUT, WHICH TYPE DO YOU PERSONALLY ENJOY THE MOST?

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
TOTAL ETHNIC FOOD CONSUMERS	162230 100.0	33974 100.0	30179 100.0	31532 100.0	27110 100.0	28729 100.0	127469 100.0	15384 100.0	12082 100.0	7009 100.0	25388 100.0	35138 100.0	33138 100.0	23096 100.0	16390 100.0	21513 100.0
ITALIAN (OTHER THAN PIZZA)	52927 32.6	6738 19.8	12041 39.9	11615 36.8	9230 34.0	10180 35.4	46681 36.6	1731 11.3	1169 9.7	3346 47.7	6935 27.3	11956 34.0	11381 34.3	7401 32.0	5885 35.9	7708 35.8
CHINESE	37154 22.9	8797 25.9	8220 27.2	7056 22.4	5624 20.7	5226 18.2	26361 20.7	7933 51.6	2417 20.0	443 6.3	4459 17.6	5279 15.0	8457 25.5	7287 31.6	4374 26.7	5679 26.4
JAPANESE	2031 1.3	0	278 .9	721 2.3	261 1.0	771 2.7	2031 1.6	0	0	0	164 .6	548 1.6	629 1.9	271 1.2	305 1.9	115 .5
KOREAN	122 .1	122 .4	0	0	0	0	122 .1	0	0	0	0	0	0	0	0	0
THAI	1241 .8	0	188 .6	941 3.0	0	112 .4	1241 1.0	0	0	0	755 3.0	112 .3	0	376 1.6	0	0
VIETNAMESE	365 .2	0	0	365 1.2	0	0	365 .3	0	0	0	0	0	365 1.1	0	0	0
MEXICAN	39630 24.4	11729 34.5	5769 19.1	4666 14.8	7931 29.3	6935 24.1	31266 24.5	2475 16.1	5521 45.7	368 5.3	11961 47.1	9603 27.3	7839 23.7	2565 11.1	2793 17.0	2141 10.0
GERMAN	6046 3.7	426 1.3	490 1.6	2445 7.8	1005 3.7	1242 4.3	6046 4.7	0	0	0	0	1585 4.5	300 .9	800 3.5	661 4.0	2701 12.6
GREEK	1928 1.2	0	678 2.2	245 .8	568 2.1	437 1.5	1352 1.1	576 3.7	0	0	306 1.2	1015 2.9	374 1.1	234 1.0	0	0
SPANISH	3993 2.5	1961 5.8	581 1.9	1451 4.6	0	0	1639 1.3	0	2354 19.5	0	441 1.7	1898 5.4	64 .2	1328 5.7	144 .9	119 .6
EASTERN EUROPEAN	1172 .7	0	490 1.6	127 .4	118 .4	437 1.5	1172 .9	0	0	0	0	564 1.6	490 1.5	0	118 .7	0
SCANDINAVIAN	1434 .9	923 2.7	0	0	164 .6	150 .5	1434 1.1	0	0	0	87 .3	164 .5	150 .5	664 2.9	0	369 1.7

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NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

Continued

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 86-2
1G. OF ALL THE FOODS WE HAVE JUST BEEN TALKING ABOUT, WHICH TYPE DO YOU PERSONALLY ENJOY THE MOST?

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
INDIAN	1008 .6	0	413 1.4	164 .5	0	431 1.5	352 .3	0	0	656 9.4	0	0	407 1.2	0	0	0
LATIN AMERICAN	699 .4	278 .8	0	226 .7	0	0	196 .2	0	503 4.2	0	0	277 .8	422 1.3	0	0	0
MIDDLE EASTERN	1120 .7	0	0	245 .8	0	875 3.0	1120 .9	0	0	0	0	189 .5	245 .7	686 3.0	0	0
AFRICAN	383 .2	47 .1	159 .5	0	178 .7	0	0	336 2.2	0	47 .7	0	225 .6	0	0	159 1.0	0
CARIBBEAN	1789 1.1	561 1.7	559 1.9	0	0	670 2.3	84 .1	559 3.6	0	1146 16.3	0	0	476 1.4	643 2.8	0	0
RUSSIAN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FRENCH	3791 2.3	96 .3	0	521 1.7	1302 4.8	1084 3.8	3272 2.6	233 1.5	0	0	281 1.1	748 2.1	1361 4.1	570 2.5	174 1.1	490 2.3
NO OPINION	5398 3.3	2296 6.8	314 1.0	746 2.4	730 2.7	179 .6	2737 2.1	1540 10.0	117 1.0	1003 14.3	0	977 2.8	179 .5	273 1.2	1779 10.9	2189 10.2
SIGMA	162230 100.0	33974 100.0	30179 100.0	31532 100.0	27110 100.0	28729 100.0	127469 100.0	15384 100.0	12082 100.0	7009 100.0	25388 100.0	35138 100.0	33138 100.0	23096 100.0	16390 100.0	21513 100.0

"TOTAL ETHNIC FOOD CONSUMERS" ARE THE TOTAL NUMBER OF CONSUMERS WHO HAVE EATEN AT LEAST ONE OF THE 19 ETHNIC FOODS EXAMINED IN THIS STUDY.
NUMBER IN THOUSANDS (000s);
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 87 1
1H. WERE ANY SO-CALLED ETHNIC FOODS WHICH YOU PARTICULARLY ENJOY MISSED?

	DEMOGRAPHICS															
		SEX		HOUSEHOLD SIZES				FEMALE HEAD OF HOUSEHOLD EMPLOYED OUTSIDE HOME		HIGHEST ACADEMIC DEGREE			MSA			
													INSIDE			
	TOTAL	MALE	FEMALE	1 PERSON	2 PERSONS	3 PERSONS	>4 PERSONS	YES	NO	HIGH SCH GRADUATE OR LESS	2 OR 4 YR COLLEGE DEGREE	POST GRADUATE DEGREE	OUTSIDE	> 1M	> 250K BUT < 1M	< 250K
TOTAL RESPONDENTS	176544	79887	88332	20992	54893	31694	68467	81987	78839	113786	45781	15836	47611	64815	45570	18548
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
YES, MISSED	23857	13926	8628	1808	6557	5148	10345	9247	13965	14668	5214	3787	6976	11832	2949	2099
	13.5	17.4	9.8	8.6	11.9	16.2	15.1	11.3	17.7	12.9	11.4	23.9	14.7	18.3	6.5	11.3
NO, NOT MISSED	152420	65755	79643	19122	48130	26546	58122	72678	64669	98851	40566	12049	40634	52983	42354	16449
	86.3	82.3	90.2	91.1	87.7	83.8	84.9	88.6	82.0	86.9	88.6	76.1	85.3	81.7	92.9	88.7
NOT STATED	267	205	62	62	205	0	0	62	205	267	0	0	0	0	267	0
	.2	.3	.1	.3	.4			.1	.3	.2					.6	
SIGMA	176544	79887	88332	20992	54893	31694	68467	81987	78839	113786	45781	15836	47611	64815	45570	18548
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

CONSUMER ATTITUDES AND PREFERENCES FOR ETHNIC FOODS IN RESTAURANTS
Table 87-2
1H. WERE ANY SO-CALLED ETHNIC FOODS WHICH YOU PARTICULARLY ENJOY MISSED?

		DEMOGRAPHICS														
		INCOME					RACE				AGE					
	TOTAL	<15K	15-24K	25-34K	35-49K	>50K	WHITE	BLACK	HISPANIC	OTHER	18 - 24 YEARS OLD	25 - 34 YEARS OLD	35 - 44 YEARS OLD	45 - 54 YEARS OLD	55 - 64 YEARS OLD	>65 YEARS OLD
TOTAL RESPONDENTS	176544 100.0	40822 100.0	34589 100.0	32343 100.0	27167 100.0	29528 100.0	138364 100.0	18334 100.0	12552 100.0	7009 100.0	25524 100.0	35976 100.0	37222 100.0	24200 100.0	18094 100.0	27962 100.0
YES, MISSED	23857 13.5	5969 14.6	3428 9.9	4040 12.5	2718 10.0	4989 16.9	20325 14.7	2139 11.7	164 1.3	942 13.4	3105 12.2	4975 13.8	4394 11.8	2410 10.0	2610 14.4	4772 17.1
NO, NOT MISSED	152420 86.3	34853 85.4	30894 89.3	28304 87.5	24449 90.0	24538 83.1	117772 85.1	16195 88.3	12387 98.7	6067 86.6	22419 87.8	31001 86.2	32828 88.2	21728 89.8	15279 84.4	23190 82.9
NOT STATED	267 .2	0	267 .8	0	0	0	267 .2	0	0	0	0	0	0	62 .3	205 1.1	0
SIGMA	176544 100.0	40822 100.0	34589 100.0	32343 100.0	27167 100.0	29528 100.0	138364 100.0	18334 100.0	12552 100.0	7009 100.0	25524 100.0	35976 100.0	37222 100.0	24200 100.0	18094 100.0	27962 100.0

NUMBER IN THOUSANDS (000s)
SOME DEMOGRAPHIC GROUPINGS MAY NOT SUM TO THE TOTAL POPULATION BASE DUE TO UNREPORTED DATA

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